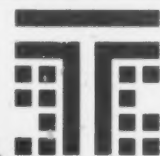


1987 FIRST QUARTER REPORT NATIONAL TRAVEL SURVEY



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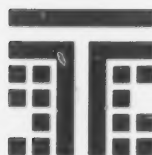
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1987
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FIRST QUARTER REPORT



**US Travel
Data Center**

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The US Travel Data Center is the national, non-profit center for travel and tourism research. Since its establishment in 1973, the Data Center has devoted itself to advancing the common interests of the travel industry and the public it serves by encouraging, sponsoring and conducting statistical, economic, and scientific research concerning travel, the travel industry and travel-related industries. In pursuit of this objective, the Data Center gathers, analyzes, publishes and disseminates the results of such research, and cooperates with all government agencies, private industry and academic institutions with similar purposes and objectives.

The US Travel Data Center is an affiliate of the Travel Industry Association of America (TIA), the national, non-profit association representing all components of the U.S. travel industry, the third largest retail industry in the United States.

Rossi Ralenkotter, Chairman

Suzanne D. Cook, Director

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EXECUTIVE SUMMARY

- Overall, travel during the first quarter of 1987 exceeded year-earlier levels by six percent. An average of 15 percent of all American adults took at least one trip of more than 100 miles away from home during each month of the quarter. In all, 110 million trips and 194 million person-trips were taken.
- Business/convention and pleasure travel rose proportionally to the rise in travel activity overall. As was true in 1986, three-in-four person-trips were for pleasure purposes, while business/convention purposes accounted for 19 percent of the first quarter's travel.
- However, the main reason for taking a pleasure trip varied greatly from 1986. Travel to visit friends and relatives declined ten percent, but a boom in sightseeing, outdoor recreation and entertainment travel more than offset this loss.
- The increased role of this "other pleasure" travel and the healthy business/convention sector fostered growth in the use of commercial lodging facilities. Up ten percentage points from a year earlier, 45 percent of all first quarter travel involved spending at least one night in a hotel or motel. The average number of nights spent by a travel party in these accommodations was 3.7 nights.
- On average, travelers spent fewer nights away from home compared to a year ago. Down from 5.2 nights in 1986, the average duration of a person-trip was 4.7 nights.
- The increased popularity of weekend travel contributed to the shorter durations. Travel over weekends posted a 16 percent gain.
- The proportional share of travel by auto/truck/RV vs. air was nearly the same as in 1986. Seventy-one percent of the travelers used personal motor vehicles, while 23 percent flew.
- The loss of the Easter holiday to the second quarter of 1987 was partially responsible for the two percent drop in vacation travel compared to the first quarter of 1986.
- The South Atlantic census region hosted the largest share of travelers (19 percent), as well as producing the greatest share (16 percent).
- Forty-six percent of the travel originated from medium-sized ADIs (those with populations of 250,000 to one million), while 42 percent were destined to large city areas.

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INTRODUCTION

In March 1979, the U.S. Travel Data Center began conducting a monthly National Travel Survey. Since that time, quarterly and annual summaries of results have been published regularly to provide Data Center members and other interested marketers and researchers with timely, consistent and relevant data on major trends in U.S. travel activity.

Travel activity in recent years has faced numerous challenges. Petroleum shortages, inflation, changing regulatory policies, economic decline and recovery, and shifting consumer buying habits all influence the volume and patterns of U.S. travel activity. This and other reports from the Data Center's National Travel Survey contribute to a better understanding of changing travel markets.

This report summarizes U.S. travel volume and characteristics during the first quarter of 1987.



GUIDE TO USING THIS REPORT

The first section of this report reviews factors related to U.S. travel activity in the past, specifically economic conditions and weather patterns.

Next is an analysis of major travel patterns and trends occurring during the first quarter of 1987 compared to the same period of 1986. Separate discussions of a number of important U.S. travel markets are included. Throughout this analysis, lettered tables show average person-trip characteristics in several different categories.

Summary tables of the complete results of the first quarter, 1987 National Travel Survey arranged by type of trip comprise Appendix A. These tables show the base number of trips and person-trips for each category and the percent distributions of these trips and person-trips by a number of trip and traveler characteristics. References appearing in parentheses are made in the analysis to these summary tables.

Following earlier National Travel Surveys, travel is measured by trips and person-trips. A "trip" is defined as travel to a place 100 miles or more away from home and return, whether or not an overnight stay is involved. Every time a respondent travels, either alone or with other members of the household, a trip is recorded. A "person-trip" is counted every time one person takes a trip. If the respondent travels with two other members of the household, one trip and three person-trips are counted. More detailed definitions of these and other terms used in this report are found in Appendix B: Glossary of Terms. Also located in the appendices are the following: Appendix C which provides a description of the methodology used to conduct the survey, Appendix D which shows a summary of the sample characteristics for the first quarter of 1987, and Appendix E which discusses sampling error.

This is the first report in a series of reports based on the 1987 National Travel Survey. Quarterly and annual reports summarizing data from the 1979 through 1986 National Travel Surveys have also been published.

Travel industry members and other interested parties are invited to participate in the National Travel Survey program. The survey combines the low cost advantage of a syndicated study with the flexibility of custom research to provide subscribers with the best survey package the Data Center can offer.

In addition to receiving reliable monthly data on Americans' travel activity and intentions, subscribers are entitled to add several questions of their own selection at any time during the year and to use the existing data base to segment responses.

For a prospectus describing the National Travel Survey, contact Lenore J. Reid, Manager of Survey Research, U.S. Travel Data Center, Two Lafayette Centre, 1133 21st Street, N.W., Washington, D.C. 20036, (202) 293-1040.

BACKGROUND FACTORS FOR TRAVEL DURING THE FIRST QUARTER, 1987

Economic Developments

Signs of a slower economic pace were present in the first quarter of 1987 as the expansion that began four years earlier weakened. Although soft, most economic conditions were not entirely unfavorable to the consumer. Table A below characterizes the modest economic gains that had been made since the first quarter of 1986.

Table A: Overall U.S. Economic Developments
First Quarter, 1987 and 1986
(Percent change from previous year)

	<u>1987</u>	<u>1986</u>
Dollar GNP	4.9%	6.5%
Real GNP	2.0	3.6
Personal Income	5.7	5.5
Personal consumption expenditure (real)	2.7	4.1
Corporate profits after tax	6.7	-2.2
Consumer price index	2.2	3.1
Travel price index	2.4	3.4
Payroll employment	1.9	2.9

After posting more than a six percent increase in 1986, growth in Dollar GNP slid to five percent in the first quarter of 1987. Adjusted for inflation, the economy's overall performance was even less impressive. Real GNP rose just two percent over the prior year - down from a nearly four percent rise that year.

Growth in the number of jobs added to the economy also slowed from earlier periods. In the first quarter of 1987, 1.9 million more jobs existed than had in the same period a year prior, representing growth of two percent. During the first quarter of 1986, however, payroll employment had increased three percent.

Despite weaknesses in the economy, personal income gains matched those of 1986 and rose nearly six percent. The Tax Reform Act of 1986 played a major role in determining how Americans would spend this income during the first quarter of 1987. While consumer spending had contributed heavily to economic gains in previous quarters, the new tax laws apparently dampened consumers zeal for spending, especially by use of installment credit. Real personal consumption expenditures rose less than three percent in 1987 compared to over four percent the year prior. Sales of durable goods slackened most noticeably, while the percent of income earmarked for savings rose above the marginal levels of recent quarters.

To the benefit of consumers, low rates of inflation prevailed during the first quarter of 1987. Largely due to low petroleum prices, the Consumer Price Index rose only two percent above the level of a year earlier. For comparison, the increase in the first quarter of 1986 was more than three percent. Travel prices as measured by the Data Center's Travel Price Index also compared favorably to the prior year. Rising only marginally faster than all consumer prices, travel prices rose two percent - a full percentage point less than the increase for 1986. The leading components contributing to travel price inflation were lodging while away from home and airline fares.

The Conference Board's Consumer Confidence Index showed Americans to be somewhat less optimistic during January, February, and March of 1987 than they had been during 1986. Neither were they as likely to plan major purchases in the near future. As measured by the Buying Plans Index, plans to buy homes, major appliances, and especially automobiles were all down from the same period in 1986.¹

Weather Conditions. January 1987 was characterized by above normal temperatures over many states in the Midwest. Many Eastern states received back-to-back disruptive snowstorms, but overall, mild temperatures prevailed for the month. Mild temperatures and a lack of severe winter weather conditions followed in February, with the exception of a severe snowstorm in the Eastern states. As the rest of the nation felt the Spring warming in March, several states in the central and southern regions experienced record cold days. Above normal temperatures characterized the rest of the month.

Events. A late January collision between an Amtrak train and a Conrail train in Maryland killed 16 people and injured 174.

Calendar. New Year's Day (a Thursday) was the first holiday to be celebrated in 1987. Martin Luther King's Birthday followed on Monday, January 19. Washington's Birthday on the 16th highlighted February's calendar, while March was void of any holidays in 1987. Both the first quarter of 1986 and 1987 carried 13 full weekends, including two 3-day weekends.

Consumer Attitudes and Buying Plans. The Conference Board, January - March, 1987.

OVERVIEW OF FIRST QUARTER 1987 TRAVEL ACTIVITY

The National Travel Survey reported that an average of 15 percent of all American adults, or 27 million residents (age 18+), traveled away from home during each month of the first quarter of 1987. This represents a five percent increase in adult travelers over the first quarter of 1986.

These American adults took a total of 110 million trips, up five percent over the previous year. The number of person-trips increased six percent. Rising from 183 million person-trips in 1986, 194 million person-trips were recorded during the first quarter of 1987 (Table 1B in Appendix A).

The size of the average travel party with 1.76 household members remained about the same as a year earlier, and round-trip distances (990 miles) averaged only 20 miles more per person-trip than in 1986. However, the average number of nights U.S. resident travelers spent away from home dropped from 5.2 nights to 4.7 nights. Table B compares first quarter 1987 and 1986 travel (Tables 1C, 1D, and 1F).

Table B: Characteristics of the Average Person-trip,
First Quarter, 1987 and 1986

	<u>1987</u>	<u>1986</u>
Persons per trip	1.76	1.75
Miles/person trip*	990	970
Nights/person-trip	4.7	5.2

*Round-trip distance for domestic travel only.

The National Travel Survey showed that growth in travel for the purposes of sightseeing, entertainment, and outdoor recreation contributed most significantly to the overall rise in travel for the quarter. Person-trips for this purpose rose 33 percent from the previous year. Travel to visit friends and relatives, comprising 39 percent of the quarter's person-trips, declined by ten percent. The increase in business/convention person-trips kept pace with the overall increase in travel. Business/convention travel rose six percent for a total of 37 million person-trips (Table 1B).

Weekend travel increased faster than travel overall. Accounting for half (50 percent) of all person-trips, weekend travel gained nearly 16 percent over 1986's level. Vacation person-trips declined from the level of a year earlier - due largely to the shift of the Easter holiday to 1987's second quarter (Tables 1B and 1E).

Auto/truck/RV travel benefited from the overall increased volume of travel and rose five percent. These vehicles moved 71 percent of the first quarter's travelers, as they had a year ago. Air transportation was used by a slightly smaller share of travelers than a year earlier, 23 percent, but still posted a three percent gain in person-trips (Tables 1B and 1C).

The effect that greater levels of "other pleasure" travel and business/convention travel had on hotel/motel lodging was dramatic. The share of all person-trips which involved at least one night in these accommodations rose by ten percentage points from 1986 (Tables 1B and 1D).

Not much change was seen in the distribution of person-trips by travel party size. However, household members between 25 and 44 years of age became more important to the first quarter's travel. Thirty-one percent of the quarter's travel involved travel parties of adults accompanied by children -- about the same as last year. Also, relatively unchanged from a year earlier, nearly one-third (31 percent) of all person-trips taken during the quarter were by a lone household member. (Tables 1F and 1G).

Reflective of the national increase in two income households is the rise in income among the first quarter's travelers. Thirty-two percent of the travelers reported their family income to be in excess of \$40,000 annually - up from 23 percent in 1986 (Table 1G).

Among the Census regions, the South Atlantic region hosted the largest proportion of travelers during the first quarter of 1987, 19 percent. The Pacific Census region was the second most popular destination, hosting 16 percent of the travelers (Table 1H).

The South Atlantic Census region was also the greatest supplier of travelers nationally. Sixteen percent of those Americans who traveled during the first quarter resided in this region. The Mid-Atlantic and West South Central Census regions also supplied large shares - 14 percent each (Table 1I).

The largest share (46 percent) of all travelers originated in ADIs (Areas of Dominant Influence) with populations of 250,000 to one million. Large ADIs (over 1 million) supplied the next highest share, 34 percent (Table 1J).

Travelers preferred to visit large city areas. Forty-two percent of the first quarter person-trips were destined to A Counties (those counties which comprise the 25 largest Metropolitan Statistical Areas) and 34 percent actually visited the cities within these counties. B Counties (those counties with populations over 150,000 or comprising cities with populations over 150,000) hosted the second largest share of travelers, 22 percent (Table 1J).

Mode of Transportation

Personal motor vehicles carried 71 percent of all Americans traveling in the first quarter of 1987, the same share as in 1986. In all, 73 million trips and 138 million person-trips primarily involved this mode of transportation to cover most of the trip distance. The number of auto trips rose more than two percent this quarter. Larger auto/truck/RV travel parties, however, boosted the increase in person-trips to five percent (Tables 1B and 1C).

The second favored means of travel for U.S. residents, airlines, grew less than auto/truck/RV travel. Travel by air comprised 23 percent of all 1987 first quarter person-trips, falling one percentage point from the year before. During January, February, and March, Americans took 29 million trips and 45 million person-trips by air, up four percent and three percent over 1986, respectively (Tables 1B and 1C).

The major differences between the characteristics of auto/truck/RV trips and air trips are evident in Table C below. Auto/truck/RV travel parties are significantly larger than air travel parties. However, both the distance traveled and trip duration are substantially longer for travel by air (Tables 2A, 2B, 3A, and 3B).

Table C: Characteristics of the Average Auto/Truck/RV and Air Person-trip, First Quarter, 1987 and 1986

	<u>Auto/Truck/RV</u>		<u>Air</u>	
	<u>1987</u>	<u>1986</u>	<u>1987</u>	<u>1986</u>
Persons/per trip	1.89	1.84	1.54	1.55
Miles/person-trip*	710	700	1,980	1,880
Nights/person-trip	4.2	4.6	6.3	7.0

*Round-trip distance for domestic travel only.

Both modes of transportation exhibited the underlying trend for all first quarter 1987 travel in terms of having shorter average durations away from home. The average number of nights spent away from home by auto/truck/RV travelers fell to 4.2, while air travelers averaged 6.3 nights. Longer average distances accompanied air travelers' shift toward shorter durations. Representing an increase of 100 round-trip miles, the average distance traveled by air rose to 1,980 miles during the first quarter of 1987. Little change occurred in the average distance of auto/truck/RV travel which averaged 710 round-trip miles (Tables 2A, 2B, 3A, and 3B).

The purpose of the trip is strongly related to the type of transportation used for the trip. During the first quarter of 1987, one-in-three (33 percent) of those traveling by air were on business compared to only 14 percent of those using auto/truck/RV transportation. Auto travel was twice as likely as air to be taken to visit friends and relatives, 43 percent and 21 percent, respectively. "Other pleasure" activities, - such as sightseeing, entertainment, and outdoor recreation, accounted for 39 percent of the air and 33 percent of the auto/truck/RV person-trips this quarter (Tables 2C and 3C).

Consistent with the finding that auto/truck/RV person-trips were more likely than air to be for pleasure purposes is that travel by auto/truck/RV was more often than air travel described to be a vacation trip. During the first quarter, 58 percent of the auto/truck/RV person-trips were vacations. This compares to 46 percent of the air person-trips (Tables 2C and 3C).

Reflecting the underlying purpose behind the travel by either mode, the incidence of mid-week vs. weekend travel also differed substantially. During the first quarter, over half (56 percent) of the auto/truck/RV travel occurred over a weekend. For air travel (which is heavily business), this was true for one-third (33 percent) (Tables 2C and 3C).

Air travelers were much more likely to stay in a hotel or motel than were auto/truck/RV travelers. Sixty percent of the air travelers stayed in these accommodations compared to 40 percent of the auto/truck/RV travelers. Overall, auto travelers preferred to stay with friends and relatives (44 percent), while these personal accommodations housed one-third (33 percent) of the air travelers (Tables 2B and 3B).

Although the South Atlantic Census region attracted the largest share of travelers by either mode with 23 percent of the air and 18 percent of all auto/truck/RV travelers, certain other regions varied widely in the shares they attracted. For example, the East North Central and West North Central Census regions combined garnered only an eight percent share of the air person-trips, yet nearly one-in-five (19 percent) of the auto/truck/RV person-trips were destined to these regions (Tables 2F and 3F).

Significant differences were also apparent when examining the areas of destination. Fifty-four percent of the air person-trips, but only 38 percent of the auto/truck/RV person-trips, were made to visit A counties - those comprising the 25 largest metropolitan areas. Conversely, greater proportions of auto/truck/RV person-trips were destined to the less populated B, C, and D counties than were air person-trips (Tables 2H and 3H).

Looking at region of origin, more air travelers originated from the Mid-Atlantic and Pacific Census regions than any other region. Each of these regions accounted for a 16 percent share of air travelers. On the other hand, the greatest producer of auto/truck/RV travel was the South Atlantic region with 17

percent. This contrasts with the ten percent of quarterly air travel generated by the South Atlantic region (Tables 2G and 3G).

Large ADIs were the origin for a greater share of air travelers than for auto/truck/RV travelers. Over half (54 percent) of the air person-trips began in ADIs with populations of more than one million. For comparison, these areas produced only 28 percent of the auto/truck/RV travel taken during the first quarter of 1987 (Tables 2G, 2H, 3G, and 3H).

Purpose of Trip

The National Travel Survey collects data on trips taken for a variety of purposes. For this analysis, pleasure travel, defined as trips taken to visit friends and relatives, for outdoor recreation, sightseeing, and entertainment, is contrasted with business/convention travel. Table D below provides a background for this analysis.

Table D: Characteristics of the Average Pleasure and Business/Convention Person-trip, First Quarter, 1987 and 1986

	<u>Pleasure</u>		<u>Business/Convention</u>	
	<u>1987</u>	<u>1986</u>	<u>1987</u>	<u>1986</u>
Persons per trip	1.94	1.89	1.14	1.26
Miles/person-trip*	1,010	1,000	1,150	1,010
Nights/person-trip	5.1	5.6	3.7	3.9

*Round-trip distance for domestic travel only.

Pleasure travel and business/convention travel understandably differ in many ways. Table D above illustrates some of these ways. Business/convention travel parties are substantially smaller than pleasure travel parties. It is evident that first quarter 1987 pleasure travel also involved significantly longer durations than business/convention travel (Tables 4A, 4B, 5A, and 5B).

Of all first quarter 1987 travel, three-out-of-four person-trips (75 percent) were taken for pleasure purposes and 19 percent were motivated by business/convention reasons. A total of 74 million trips, representing 143 million person-trips, were taken for pleasure. Business and conventions prompted 33 million trips and 37 million person-trips in the first quarter (Tables 1B and 1E).

A noticeable shift in the split between visiting friends and relatives and "other pleasure" purposes occurred in the first quarter of 1987. Whereas in 1986, travelers who were visiting friends and relatives outnumbered those on "other pleasure" travel by more than three-to-two, in 1987 they were more nearly equal. Both pleasure travel overall and business/convention travel posted strong gains during the first quarter of 1987 compared to the previous year. Travel for these purposes each grew six percent (Tables 1B, 4C and 5C).

Eleven percent of all business/convention person-trips combined vacation with the necessary business travel - not very different from a year earlier. Predictably, the bulk of pleasure travel (68 percent) was classified by respondents to be vacation travel as well. While nearly three-in-five (58 percent) of the pleasure person-trips occurred over a weekend, this was true for only one-fourth (24 percent) of the business/convention person-trips (Tables 4C and 5C).

Auto/truck/RV transportation remained significantly more popular among pleasure travelers than business/convention travelers. Seventy-four percent of the pleasure and 52 percent of the business travelers used this mode. However, business/convention travelers still utilized air travel twice as often as pleasure travelers - 40 percent and 19 percent, respectively (Table 4A and 5A).

The larger travel parties of pleasure travel are related to their greater incidence of taking children along on the trip. Thirty-six percent of all pleasure person-trips included children, while, not surprisingly, only seven percent of the business/convention person-trips did. Children under 18 accounted for nearly one-fifth of the pleasure travelers but only four percent of those on business trips (Tables 4D, 4E, 5D and 5E).

As might be expected, business/convention travelers were more likely to be traveling alone than pleasure travelers. In fact, the majority of business travel (66 percent) during the first quarter of 1987 involved only one person. Less than one-fourth (24 percent) of the pleasure travel had this characteristic (Tables 4D and 5D).

First quarter travel data confirms the correlation of business/convention travel with stays in hotels and motels and pleasure travel with the use of non-commercial lodgings. The majority of business/convention person-trips involved stays in hotels and motels - 68 percent. Pleasure person-trips, on the other hand more often involved nights with friends and relatives (50 percent). Business/convention travel was far more likely to have been a day-trip this quarter than was pleasure travel (13 percent and two percent, respectively) (Tables 4B and 5B).

Regions attracted similar shares of both pleasure and business/convention travel. The South Atlantic and Pacific Census regions were the most popular destinations. Combined, these two regions hosted 34 percent of all pleasure travelers and 44 percent of all business/convention travelers (Tables 4F and 5F).

In terms of origin regions, there was more disparity among regions concerning the shares of pleasure and business/convention travel each produced. The West North Central and West South Central Census regions generated greater shares of pleasure travelers (28 percent) than of business/convention travelers (18 percent). The Pacific Census region, however, yielded twice the share of business/convention travelers as pleasure travelers (22 percent vs. 11 percent) (Tables 4G and 5G).

As might be expected, business/convention travel was more often destined to large city areas than was pleasure travel (55 percent and 38 percent, respectively). On the other hand, C and D Counties were more often chosen by pleasure travelers than business travelers (31 percent and 17 percent, respectively). While business/convention person-trips' origins were skewed toward the more heavily populated areas, pleasure person-trips most often originated in medium-sized ADIs. The largest ADIs produced 42 percent of the business travel but only 32 percent of the pleasure travel. Medium-sized ADIs, however, generated 47 percent of all pleasure travel (Tables 4H and 5H).

Vacation Travel

During the first quarter, 53 million vacation trips and 106 million vacation person-trips were logged. Vacation travel in terms of person-trips for January, February, and March fell by two percent from the level for the same three-month period in 1986. This decline is largely due to the loss of the Easter holiday to the second quarter in 1987 (Table 1B).

Table E: Characteristics of the Average Vacation Person-trip, First Quarter, 1987 and 1986

	<u>1987</u>	<u>1986</u>
Persons per trip	2.01	1.95
Miles/person-trip*	1,040	1,110
Nights/person-trip	5.7	6.6

*Round-trip distance for domestic travel only

As indicated in Table E, vacation travel involved slightly larger average travel parties, shorter average domestic round-trip distances, and shorter average durations than a year ago (Tables 6A and 6B).

The average vacation travel party size during the first quarter 1987 was among the largest of the travel segments examined, - as is historically the case. The growth in average travel party size this year suggests a greater proportion of vacation travel involving children. In particular, travel parties involving three persons became more common. Children accounted for 18 percent of all vacationers, up from 16 percent a year ago. Moreover, those in the child-rearing years between 25 and 44 years of age accounted for a substantially greater share of vacation travelers in 1987 - 40 percent vs. 35 percent (Table 6D and 6E).

An increase in the share of vacation travel taken by auto/truck/RV also supports the larger travel party size this year. Overall, 76 percent of the vacation person-trips in 1987 involved the use of auto/truck/RV transportation - a gain of three percentage points from a year earlier. Correspondingly, the importance of air transportation waned this year. Nineteen percent of the first quarter 1987 vacation travelers flew to their destination, down from 22 percent a year earlier (Table 6A).

There is a logical correspondence between vacation travel and pleasure travel. During the first quarter of 1987, 91 percent of all vacation travel was taken for the purposes of visiting friends and relatives (46 percent) and for sightseeing, entertainment, and outdoor recreation (45 percent). The latter category of vacation travel, "other pleasure", was much more important than a year ago, while visiting friends and relatives shrank in importance. This most certainly reflects the falling of the Easter holiday in the second quarter of 1987. Four percent of the vacationers reported business or convention purposes behind their trip (Table 6C).

The greater emphasis on "other pleasure" activities also affected the lodging choices made by the quarter's vacation travelers. Hotel/motel usage increased dramatically among vacationers to 42 percent from 31 percent in 1986 while the percent of vacation person-trips utilizing the homes of friends and relatives dropped four percentage points to 47 percent (Table 6B).

First quarter vacationers visited regions in somewhat different proportions than they had during the same period a year earlier. The South Atlantic remained the favored destination, receiving 20 percent of the first quarter's vacation travelers. The Pacific region (17 percent) replaced the East North Central Census region (9 percent) as the second most visited region (Table 6F).

Large city areas attracted the greatest share of vacation travelers during the quarter. Thirty-nine percent visited an A county and 30 percent reported visiting the major cities within these counties. B counties received over one-fourth of the vacation person-trips while the smaller counties received 16 percent and 12 percent shares, respectively (Table 6H).

Little change occurred in region of origin from the same period a year ago. As well as being the number one destination for vacation travelers, the South Atlantic Census region was also the top producer of vacation travelers, 19 percent. The East North Central Census region ranked second, as it did last year, with a 16 percent share (Table 6G).

By area of origin, vacation travelers were produced in nearly the same proportions as travelers overall. Large ADIs, those with populations over one million, supplied 36 percent of the vacation person-trips for the quarter. However, the largest source of vacation travelers were the medium-sized ADIs, those with populations between 250,000 and 999,999. ADIs of this size accounted for 44 percent. The final one-fifth of vacation person-trips can be traced to small ADIs, those with populations of less than 250,000 (Table 6H).

Weekend Travel

Despite the loss of the Easter holiday weekend to the second quarter of 1987, the first quarter witnessed strong increases in the number of weekend person-trips recorded compared to a year ago. Ninety-seven million person-trips were taken over weekends during the first quarter of 1987, representing an increase of 16 percent over 1986. Much of this growth can be attributed to an increase in travel party size. On a trip basis, the gain from a year earlier was a modest three percent for a total of 48 million weekend trips (Table 1B).

As indicated in Table F, weekend travel characteristics differed from the first quarter of 1986 in terms of round-trip distance as well as travel party size. The average round-trip distance per weekend person-trip rose by 110 miles from a year ago to 810 miles (Tables 7A and 7B).

Table F: Characteristics of the Average Weekend
Person-trip, First Quarter 1987 and 1986

	<u>1987</u>	<u>1986</u>
Person per trip	2.01	1.80
Miles/person-trip*	810	700
Nights/person-trip	2.7	2.6

*Round-trip distance for domestic travel only.

As was seen in vacation travel, the importance of families with children grew this quarter. The increase in weekend travel parties directly reflects this greater incidence of travel involving children along with the decline in single-person travel parties. Thirty-eight percent of the weekend person-trips taken during the first quarter of 1987 involved children, while 19 percent were taken by just one person traveling alone. In contrast, the figures for 1986 were 29 percent and 27 percent, respectively (Tables 7D and 7E).

The transportation mode used is also historically related to the size of the travel parties. Weekend travel proved to be more dependent on auto/truck/RV travel in early 1987 than during the same period in 1986. Seventy-nine percent of the weekend travel utilized auto/truck/RV modes (vs. 76 percent) while 15 percent used air (Table 7A).

Changes were evidenced as well in the mix of purposes behind the weekend travel. While visiting friends and relatives (46 percent) and business/convention (nine percent) purposes diminished in importance compared with the first quarter of 1986, "other pleasure" activities played a bigger role in motivating weekend travel. Up eight percentage points from a year earlier, 38 percent of the weekend travelers participated in sightseeing, outdoor recreation, and entertainment activities (Table 7C).

Weekend vacations particularly lost ground due to one less holiday (Easter) this quarter, compared to a year ago. Overall, 59 percent of the weekend person-trips were classified as vacations, down from 68 percent in 1986 (Table 7C).

Surprisingly, though the purposes behind weekend travel shifted, accommodations selected followed the same pattern as a year ago. Fifty-three percent of the weekend travelers stayed with friends and relatives, and 41 percent stayed in hotels/motels (Table 7B).

Weekend travelers visited the Pacific Census region more often than any other region (18 percent), as was the case last year. The East South Central region, at 13 percent, continues to be second in terms of destination and has increased its share by seven percentage points. Large city areas were visited by two-

in-five weekend travelers (41 percent) and enjoyed the greatest share. Nearly one-third (31 percent) of the first quarter's weekend travelers ventured to one of the 25 largest urban areas, while counties comprising the smaller cities (B counties) received an 18 percent share of the weekend person-trips. Rural areas of the country increased the most in terms of popularity with weekend travelers to C and D counties garnering a 40 percent share, up from 27 percent a year earlier (Tables 7F and 7H).

The top producer of weekend travelers was the West South Central Census region which yielded a 17 percent share. The South Atlantic and West North Central Census regions followed with 14 percent each. Medium-sized ADIs were most likely to be the area of origin for weekend person-trips, 49 percent. The largest ADIs, those over one million in population, generated a 32 percent share (down from 35 percent) (Tables 7F and 7H).

Hotel/Motel Lodging

Hotel/motel use was up dramatically over the same period a year earlier. During the first quarter, both business and pleasure travel more often stayed in these paid accommodations. Overall, 52 million trips and 88 million person-trips involved stays in hotels or motels for at least one night (Table 1B).

Table G shows the characteristics of hotel/motel travel for the first quarters of 1987 and 1986. The average number of nights shown includes all nights on the trip and not just those nights actually spent in a hotel or motel. The actual stays in these lodgings averaged 3.7 nights per all trips. The average round-trip domestic distance traveled by US residents using hotel and motel lodgings increased slightly to 1,060 miles. Concurrently, the average number of nights spent away from home by hotel/motel travel parties rose from the first quarter of 1986 to 4.5 nights (Table 8A and 8B).

Table G: Characteristics of the Average Hotel/Motel Person-trip, First Quarter, 1987 and 1986

	<u>1987</u>	<u>1986</u>
Persons per trip	1.69	1.63
Miles/person-trip*	1,060	1,040
Nights/trip**	4.5	4.2

*Round-trip distance for domestic travel only.

**Includes all nights spent away from home per trip.

Hotel/motel travel tends to cover more round-trip miles than other types of travel. In 1987, 29 percent of all travel involving hotel/motel stays was over 1,000 straight-line round-trip miles from home (Table 8A).

The increase in hotel/motel person-trips involved both the increase in pleasure and business/convention travel. However, growth from the pleasure travel sector outpaced the business travel sector. Even though visiting friends and relatives person-trips were down from a year ago, the share of hotel/motel use accounted for by this group rose slightly in 1987 (19 percent). "Other pleasure" travel also contributed a larger share of hotel/motel guests than in the past with a 45 percent share. Business/convention travelers comprised another 29 percent share.

Forty-five percent of the person-trips which used these accommodations were also weekend person-trips. Vacationers accounted for 50 percent of all hotel/motel person-trips (Table 8C).

Well over one-half (59 percent) of all hotel/motel trips were taken by a lone traveler. Only about one-in-ten (12 percent) of the hotel/motel trips included children (11 percent) who accounted for 13 percent of the guests (Table 8E and 8F).

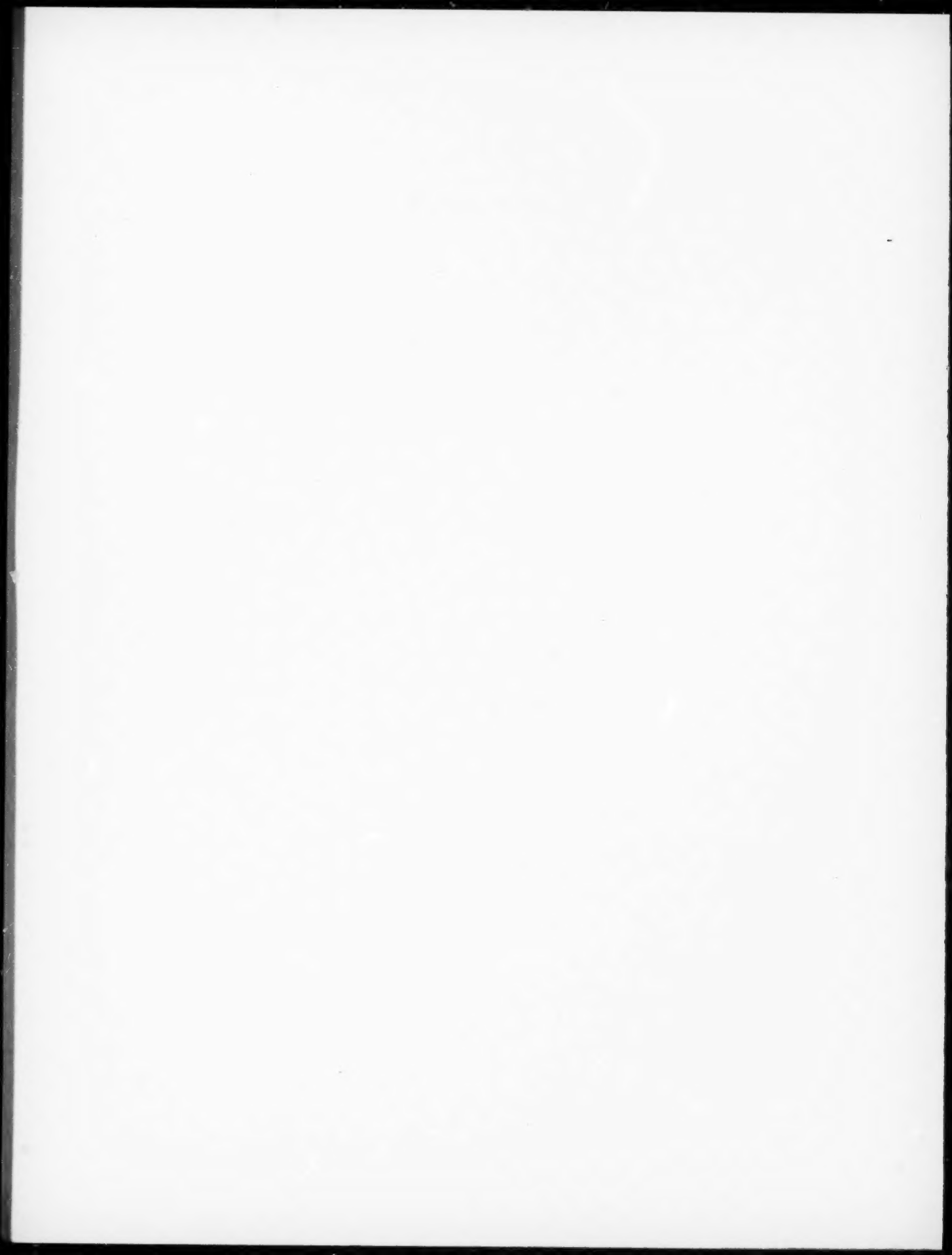
One-fifth (20 percent) of the first quarter's travelers who spent nights in a hotel or motel visited the South Atlantic census region. The Pacific census region followed as the second most popular destination of hotel/motel travelers, garnering a 15 percent share (Table 8I).

The Pacific (17 percent), East North Central (16 percent), and South Atlantic (15 percent), were the major suppliers of hotel/motel person-trips in the first quarter of 1987 (Table 8I).

Visitors to large urban areas comprised the largest share of hotel/motel users, 45 percent. Thirty-eight percent of the users actually visited the city itself. As could be expected, the shares of hotel/motel users who visited the more rural sections of the country (C and D Counties) were the smallest with 12 percent and 13 percent, respectively (Table 8H).

Medium-sized ADIs were most likely to originate hotel/motel travelers, 43 percent. The second largest share of hotel/motel travelers were from large ADIs, 35 percent (Table 8H).

APPENDICES



APPENDIX A

TABLES OF RESULTS

Table 1A: Monthly Average Number and Percent of U.S. Adults Taking Trips, by Major Trip Characteristics, First Quarter, 1987 and 1986.

<u>Trip Characteristics</u>	<u>U.S. Adults (Millions)</u>		<u>Percent of U.S. Adults</u>	
	<u>1987</u>	<u>1986</u>	<u>1987</u>	<u>1986</u>
Total Population	177.2	175.3	100%	100%
Took one or more trips	27.4	26.0	15	15
Purpose of trip				
Visit friends/relatives	9.0	10.6	5	6
Other pleasure	9.2	7.5	5	4
Business/convention	8.5	7.0	5	4
Mode of transport				
Auto/truck/RV	17.5	16.8	10	10
Air	7.7	7.7	4	4
Vacation trip	12.9	14.3	7	8
Weekend trip	11.5	11.7	6	7
Type of Lodging				
Hotel/motel	13.6	10.4	8	6

Source: U.S. Travel Data Center

Table 1B: Number of Trips and Person-trips by Major Trip Characteristics, First Quarter, 1987 and 1986.

<u>Trip Characteristics</u>	<u>Trips</u> <u>(Millions)</u>		<u>Person-trips</u> <u>(Millions)</u>	
	<u>1987</u>	<u>1986</u>	<u>1987</u>	<u>1986</u>
All trips	110.2	104.7	194.2	183.2
Purpose of trip				
Visit friends/relatives	39.1	43.6	76.1	84.5
Other pleasure	34.7	27.6	67.1	50.4
Business/convention	32.6	27.8	37.2	35.0
Mode of transport				
Auto/truck/RV	72.8	71.2	137.6	130.7
Air	29.2	28.2	44.9	43.7
Vacation trip	52.7	55.7	105.8	108.5
Weekend trip	48.2	46.7	97.0	83.9
Type of Lodging				
Hotel/motel	52.4	39.6	88.3	64.6

Source: U.S. Travel Data Center

Table 1C: Percent Distribution of TOTAL Trips and Person-trips
by Round-trip Distance and Mode of Transport,
First Quarter, 1987 and 1986

<u>Trip Distance</u> ¹	<u>Percent of Trips</u>		<u>Percent of Person-trips</u>	
	<u>1987</u>	<u>1986</u>	<u>1987</u>	<u>1986</u>
200-299 miles	22%	24%	21%	24%
300-399 miles	12	12	11	12
400-599 miles	18	19	20	18
600-999 miles	16	12	15	13
1,000-1,999 miles	13	15	12	15
2,000 miles or more	14	13	15	13
Outside U.S.	<u>5</u>	<u>5</u>	<u>6</u>	<u>5</u>
Total	100%	100	100%	100%
Average distance (miles) ¹	1,000	950	990	970

Mode of Transportation

Auto/truck/RV	66%	68%	71%	71%
Airplane	26	27	23	24
Bus	4	2	3	2
Train	1	1	1	1
Other	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>
Total	100%	100%	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

¹ Round-trip straight-line distance for domestic travel only.

Base: First Quarter, 1987 - 110.2 million trips,
194.2 million person-trips;
First Quarter, 1986 - 104.7 million trips,
183.2 million person-trips.

Table 1D: Percent Distribution of TOTAL Trips and Person-trips
by Duration of Trip and Type of Lodging, First Quarter,
1987 and 1986

<u>Trip Duration</u>	<u>Percent of Trips</u>		<u>Percent of Person-trips</u>	
	<u>1987</u>	<u>1986</u>	<u>1987</u>	<u>1986</u>
No nights	7%	12%	6%	12%
One night	11	15	10	13
2 to 3 nights	40	38	42	37
4 to 9 nights	31	24	31	25
10 nights or more	<u>11</u>	<u>11</u>	<u>11</u>	<u>13</u>
Total	100%	100%	100%	100%
Average duration (nights)	4.8	4.9	4.7	5.2
<u>Type of Lodging</u>				
Home of friends /relatives	38%	43%	40%	44%
Hotel/motel/motor hotel	48	38	45	35
Rented cabin/condo./ vacation home	2	3	2	3
Owned cabin/condo./ vacation home	2	3	3	3
Camper/RV/tent	2	3	3	4
Other	4	3	4	3
No nights	7	12	6	12

Note: Details may not add to 100% due to rounding or multiple responses.

Source: U.S. Travel Data Center

Base: First Quarter, 1987 - 110.2 million trips,
194.2 million person-trips;
First Quarter, 1986 - 104.7 million trips,
183.2 million person-trips.

Table 1E: Percent Distribution of TOTAL Trips and Person-trips
by Purpose and Type of Trip, First Quarter, 1987 and 1986

<u>Purpose of Trip</u>	<u>Percent of Trips</u>		<u>Percent of Person-trips</u>	
	<u>1987</u>	<u>1986</u>	<u>1987</u>	<u>1986</u>
Visit friends/relatives	35%	42%	39%	46%
Other pleasure	31	26	36	28
Business/convention	30	27	19	19
Other	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
Total	100%	100%	100%	100%
<u>Vacation or Other Trip</u>				
Vacation trip	48%	53%	54%	59%
Not a Vacation trip	<u>52</u>	<u>47</u>	<u>46</u>	<u>41</u>
Total	100%	100%	100%	100%
<u>Weekend or Other Trip</u>				
Weekend trip	44%	45%	50%	46%
Not a weekend trip	<u>56</u>	<u>55</u>	<u>50</u>	<u>54</u>
Total	100%	100%	100%	100%

Note: Details may not add to totals due to rounding.

Source: U.S. Travel Data Center

Base: First Quarter, 1987 - 110.2 million trips,
194.2 million person-trips;
First Quarter, 1986 - 104.7 million trips,
183.2 million person-trip.

Table 1F: Percent Distribution of TOTAL Trips and Person-trips
by Travel Party Size and Structure, First Quarter,
1987 and 1986

<u>Travel Party Size</u>	<u>Percent of Trips</u>		<u>Percent of Person-trips</u>	
	<u>1987</u>	<u>1986</u>	<u>1987</u>	<u>1986</u>
One	55%	53%	31%	30%
Two	27	31	30	35
Three	10	9	17	15
Four	5	4	11	10
Five or more	<u>3</u>	<u>3</u>	<u>10</u>	<u>9</u>
Total	100%	100%	100%	100%
<u>Travel Party Structure</u>				
One adult without children	55%	53%	31%	30%
Two or more adults, without children	29	34	37	42
One adult with children	6	3	8	6
Two or more adults with children	<u>10</u>	<u>10</u>	<u>23</u>	<u>22</u>
Total	100%	100%	100%	100%

Note: Details may not to totals due to rounding.

Source: U.S. Travel Data Center

Base: First Quarter, 1987 - 110.2 million trips,
194.2 million person-trips;
First Quarter, 1986 - 104.7 million trips,
183.2 million person-trips.

Table 1G: Percent Distribution of TOTAL Trips and Person-trips
by Family Income and Age, First Quarter, 1987 and 1986

<u>Family Income</u>	<u>Percent of Trips</u>		<u>Percent of Person-trips</u>	
	<u>1987</u>	<u>1986</u>	<u>1987</u>	<u>1986</u>
Less than \$10,000	7%	7%	5%	6%
\$10,000-\$19,999	14	18	15	19
\$20,000-\$29,999	21	21	22	21
\$30,000-\$39,999	16	17	15	19
\$40,000 or more	33	25	32	23
Refused	<u>9</u>	<u>12</u>	<u>11</u>	<u>12</u>
Total	100%	100%	100%	100%

<u>Age</u> ¹	<u>Percent of Person-trips</u>	
	<u>1987</u>	<u>1986</u>
Less than 18 years ²	15%	13%
18-24 years	11	13
25-34 years	24	22
35-44 years	20	17
45-54 years	11	11
55-64 years	11	13
65 years or older	<u>9</u>	<u>11</u>
Total	100%	100%

Source: U.S. Travel Data Center

¹ This is the age of each traveler on the trip and, therefore, is appropriate on the person-trip level only.

² Does not include those under 18 traveling alone.

Base: First Quarter, 1987 - 110.2 million trips,
194.2 million person-trips;
First Quarter, 1986 - 104.7 million trips,
183.2 million person-trips.

Table 1H: Percent Distribution of TOTAL Trips and Person-trips
by Destination Region, First Quarter, 1987 and 1986

<u>Destination Region</u>	<u>Percent of Trips</u>		<u>Percent of Person-trips</u>	
	<u>1987</u>	<u>1986</u>	<u>1987</u>	<u>1986</u>
New England	2%	3%	2%	3%
Mid-Atlantic	9	7	9	8
South Atlantic	21	21	19	21
East South Central	8	7	9	7
West South Central	10	13	10	13
East North Central	10	12	10	14
West North Central	6	7	6	7
Mountain	13	9	13	9
Pacific	16	16	16	14
Outside U.S.	<u>5</u>	<u>5</u>	<u>6</u>	<u>5</u>
Total	100%	100%	100%	100%

Note: Details may not add to totals due to rounding.

Source: U.S. Travel Data Center

Base: First Quarter, 1987 - 110.2 million trips,
194.2 million person-trips;
First Quarter, 1986 - 104.7 million trips,
183.2 million person-trips.

Table 1I: Percent Distribution of TOTAL Trips and Person-trips
by Region of Trip Origin, First Quarter, 1987 and 1986

<u>Origin Region</u>	<u>Percent of Trips</u>		<u>Percent of Person-trips</u>	
	<u>1987</u>	<u>1986</u>	<u>1987</u>	<u>1986</u>
New England	4%	4%	4%	4%
Mid-Atlantic	14	11	14	12
South Atlantic	17	21	16	21
East South Central	6	5	6	5
West South Central	12	15	14	15
East North Central	13	14	13	15
West North Central	11	9	12	10
Mountain	9	4	8	4
Pacific	<u>14</u>	<u>16</u>	<u>13</u>	<u>14</u>
Total	100%	100%	100%	100%

Note: Details may not add to totals due to rounding.

Source: U.S. Travel Data Center

Base: First Quarter, 1987 - 110.2 million trips,
194.2 million person-trips;
First Quarter, 1986 - 104.7 million trips,
183.2 million person-trips.

Table 1J: Percent Distribution of TOTAL Trips and Person-trips
by ADI of Origin and Area of Destination, First Quarter,
1987 and 1986

<u>ADI of Origin**</u>	<u>Percent of Trips</u>		<u>Percent of Person-trips</u>	
	<u>1987</u>	<u>1986</u>	<u>1987</u>	<u>1986</u>
Over 1,000,000	35%	34%	34%	32%
250,000 to 999,999	44	37	46	40
50,000 to 249,999	20	28	20	28
Less than 50,000	<u>1</u>	<u>1</u>	<u>1</u>	<u>*</u>
Total	100%	100%	100%	100%
<u>Area of Destination</u>				
A County	44%	41%	42%	37%
Within Major City	36	32	34	28
B County	23	27	22	31
C County	13	15	14	15
D County	14	12	15	11
Outside the U.S.	<u>5</u>	<u>5</u>	<u>6</u>	<u>5</u>
Total	100%	100%	100%	100%

*Less than 0.5 percent.

Note: Details may not add to totals due to rounding.

Source: U.S. Travel Data Center

**As defined by Arbitron Ratings Company - see Glossary of Terms

Base: First Quarter, 1987 - 110.2 million trips,
194.2 million person-trips;
First Quarter, 1986 - 104.7 million trips,
183.2 million person-trips.

Table 2A: Percent Distribution of AIR Trips and Person-trips
by Round-trip Distance, First Quarter, 1987

<u>Trip Distance</u> ¹	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
200-299 miles	1%	1%
300-399 miles	3	2
400-599 miles	10	9
600-999 miles	16	15
1,000-1,999 miles	25	24
2,000 miles or more	34	35
Outside U.S.	<u>11</u>	<u>13</u>
Total	100%	100%
Average distance ¹	1,900 miles	1,980 miles

Note: Details may not add to totals due to rounding.

Source: U.S. Travel Data Center

¹Round-trip straight-line distance for domestic travel only.

Base: 29.2 million air trips,
44.9 million air person-trips.

Table 2B: Percent Distribution of AIR Trips and Person-trips
by Duration of Trip and Type of Lodging, First Quarter, 1987

<u>Trip Duration</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
No nights	6%	4%
One night	8	9
2 to 3 nights	30	29
4 to 9 nights	36	38
10 nights or more	<u>19</u>	<u>21</u>
Total	100%	100%
Average duration	6.1 nights	6.3 nights
<u>Type of Lodging</u>		
Home of friends/relatives	30%	33%
Hotel/motel/motor hotel	62	60
Rented cabin/condo./ vacation home	2	2
Owned cabin/condo./ vacation home	3	3
Camper/RV/tent	*	1
Other	5	6
No nights	6	4

*Less than 0.5 percent.

Note: Details may not add to totals due to rounding or multiple responses.

Source: U.S. Travel Data Center

Base: 29.2 million air trips,
44.9 million air person-trips.

Table 2C: Percent Distribution of AIR Trips and Person-trips
by Purpose and Type of Trip, First Quarter, 1987

<u>Purpose of Trip</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
Visit friends/relatives	21%	21%
Other pleasure	35	39
Business/convention	39	33
Other	<u>6</u>	<u>7</u>
Total	100%	100%
<u>Vacation or Other Trip</u>		
Vacation trip	39%	46%
Not a Vacation trip	<u>61</u>	<u>54</u>
Total	100%	100%
<u>Weekend or Other Trip</u>		
Weekend trip	29%	33%
Not a weekend trip	<u>71</u>	<u>67</u>
Total	100%	100%

Note: Details may not add to 100% due to rounding or multiple responses.

Source: U.S. Travel Data Center

Base: 29.2 million air trips,
44.9 million air person-trips.

Table 2D: Percent Distribution of AIR Trips and Person-trips
by Travel Party Size and Structure, First Quarter, 1987

<u>Travel Party Size</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
One	66%	43%
Two	22	29
Three	7	14
Four	1	3
Five or more	<u>3</u>	<u>11</u>
Total	100%	100%
<u>Travel Party Structure</u>		
One adult without children	66%	43%
Two or more adults, without children	23	34
One adult with children	6	10
Two or more adults with children	<u>5</u>	<u>14</u>
Total	100%	100%

Note: Details may not add totals due to rounding.

Source: U.S. Travel Data Center

Base: 29.2 million air trips,
44.9 million air person-trips.

Table 2E: Percent Distribution of AIR Trips and Person-trips
by Family Income and Age, First Quarter, 1987

<u>Family Income</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
Less than \$10,000	5%	3%
\$10,000-\$19,999	7	7
\$20,000-\$29,999	16	15
\$30,000-\$39,999	18	18
\$40,000 or more	43	44
Not reported	<u>11</u>	<u>13</u>
Total	100%	100%

<u>Age</u> ¹	<u>Percent of Person-trips</u>
Less than 18 years ²	11%
18-24 years	9
25-34 years	27
35-44 years	25
45-54 years	13
55-64 years	9
65 years or older	<u>5</u>
Total	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

¹ This is the age of each traveler on the trip and, therefore, is appropriate on the person-trip level only.

² Does not include those under 18 traveling alone.

Base: 29.2 million air trips,
44.9 million air person-trips.

Table 2F: Percent Distribution of AIR Trips and Person-trips
by Destination Region, First Quarter, 1987

<u>Destination Region</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
New England	2%	1%
Mid-Atlantic	10	8
South Atlantic	22	23
East South Central	3	5
West South Central	9	10
East North Central	8	5
West North Central	5	3
Mountain	14	13
Pacific	16	18
Outside U.S.	<u>11</u>	<u>13</u>
Total	100%	100%

Note: Details may not add to totals due to rounding.

Source: U.S. Travel Data Center

Base: 29.2 million air trips,
44.9 million air person-trips.

Table 2G: Percent Distribution of AIR Trips and Person-trips
by Region of Trip Origin, First Quarter, 1987

<u>Origin Region</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
New England	5%	6%
Mid-Atlantic	18	16
South Atlantic	11	10
East South Central	4	3
West South Central	12	15
East North Central	14	15
West North Central	9	9
Mountain	10	9
Pacific	<u>17</u>	<u>16</u>
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 29.2 million air trips,
44.9 million air person-trips.

Table 2H: Percent Distribution of AIR Trips and Person-trips
by ADI of Origin and Area of Destination, First Quarter,
1987

<u>ADI of Origin*</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
Over 1,000,000	53%	54%
250,000 to 999,999	37	37
50,000 to 249,999	9	8
Less than 50,000	<u>1</u>	<u>1</u>
Total	100%	100%
<u>Area of Destination</u>		
A County	58%	54%
Within Major City	50	44
B County	16	16
C County	7	6
D County	8	10
Outside the U.S.	<u>11</u>	<u>13</u>
Total	100%	100%

Note: Details may not add to totals due to rounding.

Source: U.S. Travel Data Center

*As defined by Arbitron Ratings Company - see Glossary of Terms

Base: 29.2 million air trips,
44.9 million air person-trips;

Table 3A: Percent Distribution of AUTO/TRUCK/RV Trips and Person-trips by Round-trip Distance, First Quarter, 1987

<u>Trip Distance</u> ¹	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
200-299 miles	31%	28%
300-399 miles	15	14
400-599 miles	22	23
600-999 miles	16	15
1,000-1,999 miles	8	8
2,000 miles or more	7	8
Outside U.S.	<u>2</u>	<u>3</u>
Total	100%	100%
Average distance ¹	680 miles	710 miles

Note: Details may not add to totals due to rounding.

Source: U.S. Travel Data Center

¹ Round-trip straight-line distance for domestic travel only.

Base: 72.8 million auto/truck/RV trips,
137.6 million auto/truck/RV person-trips.

Table 3B: Percent Distribution of AUTO/TRUCK/RV Trips and Person-trips by Duration of Trip and Type of Lodging, First Quarter, 1987

<u>Trip Duration</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
No nights	8%	7%
One night	12	11
2 to 3 nights	44	45
4 to 9 nights	28	29
10 nights or more	<u>9</u>	<u>8</u>
Total	100%	100%
Average duration	4.3 nights	4.2 nights

Type of Lodging

Home of friends/relatives	42%	44%
Hotel/motel/motor hotel	41	40
Rented cabin/condo./ vacation home	2	2
Owned cabin/condo./ vacation home	2	3
Camper/RV/tent	3	4
Other	2	2
No nights	8	7

Note: Details may not add to totals due to rounding or multiple responses.

Source: U.S. Travel Data Center

Base: 72.8 million auto/truck/RV trips,
137.6 million auto/truck/RV person-trips.

Table 3C: Percent Distribution of AUTO/TRUCK/RV Trips and Person-trips by Purpose and Type of Trip, First Quarter, 1987

<u>Purpose of Trip</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
Visit friends/relatives	40%	43%
Other pleasure	29	33
Business/convention	23	14
Other	<u>8</u>	<u>10</u>
Total	100%	100%
<u>Vacation or Other Trip</u>		
Vacation trip	52%	58%
Not a Vacation trip	<u>48</u>	<u>42</u>
Total	100%	100%
<u>Weekend or Other Trip</u>		
Weekend trip	51%	56%
Not a weekend trip	<u>49</u>	<u>44</u>
Total	100%	100%

Note: Details may not add to 100% due to rounding or multiple responses.

Source: U.S. Travel Data Center

Base: 72.8 million auto/truck/RV trips,
137.6 million auto/truck/RV person-trips.

Table 3D: Percent Distribution of AUTO/TRUCK/RV Trips and Person-trips by Travel Party Size and Structure, First Quarter, 1987

<u>Travel Party Size</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
One	49%	26%
Two	29	30
Three	12	19
Four	7	14
Five or more	<u>4</u>	<u>11</u>
Total	100%	100%
 <u>Travel Party Structure</u>		
One adult without children	49%	26%
Two or more adults, without children	32	39
One adult with children	5	8
Two or more adults with children	<u>13</u>	<u>27</u>
Total	100%	100%

Note: Details may not add totals due to rounding.

Source: U.S. Travel Data Center

Base: 72.8 million auto/truck/RV trips,
137.6 million auto/truck/RV person-trips.

Table 3E: Percent Distribution of AUTO/TRUCK/RV Trips and Person-trips by Family Income and Age, First Quarter, 1987

<u>Family Income</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
Less than \$10,000	6%	5%
\$10,000-\$19,999	17	17
\$20,000-\$29,999	23	24
\$30,000-\$39,999	15	15
\$40,000 or more	30	30
Not reported	<u>9</u>	<u>9</u>
Total	100%	100%

<u>Age</u> ¹	<u>Percent of Person-trips</u>
Less than 18 years ²	16%
18-24 years	11
25-34 years	22
35-44 years	17
45-54 years	10
55-64 years	16
65 years or older	<u>9</u>
Total	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

¹ This is the age of each traveler on the trip and, therefore, is appropriate on the person-trip level only.

² Does not include those under 18 traveling alone.

Base: 72.8 million auto/truck/RV trips,
137.6 million auto/truck/RV person-trips.

Table 3F: Percent Distribution of AUTO/TRUCK/RV Trips and Person-trips by Destination Region, First Quarter, 1987

<u>Destination Region</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
New England	3%	3%
Mid-Atlantic	8	9
South Atlantic	21	18
East South Central	9	9
West South Central	10	11
East North Central	11	11
West North Central	7	8
Mountain	13	13
Pacific	15	15
Outside U.S.	<u>2</u>	<u>3</u>
Total	100%	100%

Note: Details may not add to totals due to rounding.

Source: U.S. Travel Data Center

Base: 72.8 million auto/truck/RV trips,
137.6 million auto/truck/RV person-trips.

Table 3G: Percent Distribution of AUTO/TRUCK/RV Trips and Person-trips
by Region of Trip Origin, First Quarter, 1987

<u>Origin Region</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
New England	4%	3%
Mid-Atlantic	11	13
South Atlantic	18	17
East South Central	7	6
West South Central	12	14
East North Central	14	13
West North Central	13	13
Mountain	8	7
Pacific	<u>13</u>	<u>13</u>
Total	100%	100%

Note: Details may not add to totals due to rounding.

Source: U.S. Travel Data Center

Base: 72.8 million auto/truck/RV trips,
137.6 million auto/truck/RV person-trips.

Table 3H: Percent Distribution of AUTO/TRUCK/RV Trips and Person-trips by ADI of Origin and Area of Destination, First Quarter, 1987

<u>ADI of Origin**</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
Over 1,000,000	29%	28%
250,000 to 999,999	49	50
50,000 to 249,999	22	22
Less than 50,000	<u>1</u>	<u>*</u>
Total	100%	100%
<u>Area of Destination</u>		
A County	38%	38%
Within Major City	31	31
B County	26	23
C County	16	17
D County	18	18
Outside the U.S.	<u>2</u>	<u>3</u>
Total	100%	100%

*Less than 0.5 percent.

Note: Details may not add to totals due to rounding.

Source: U.S. Travel Data Center

**As defined by Arbitron Ratings Company - see Glossary of Terms

Base: 72.8 million auto/truck/RV trips,
137.6 million auto/truck/RV person-trips.

Table 4A: Percent Distribution of BUSINESS/CONVENTION Trips and Person-trips by Round-trip Distance, and Mode of Transport, First Quarter, 1987

<u>Trip Distance</u> ¹	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
200-299 miles	17%	15%
300-399 miles	13	12
400-599 miles	17	16
600-999 miles	18	18
1,000-1,999 miles	15	18
2,000 miles or more	17	16
Outside U.S.	<u>4</u>	<u>5</u>
Total	100%	100%
Average distance ¹	1,130 miles	1,150 miles

Mode of Transportation

Auto/truck/RV	52%	52%
Airplane	39	40
Bus	3	3
Train	1	1
Other	<u>6</u>	<u>4</u>
Total	100	100

Note: Details may not add to totals due to rounding.

Source: U.S. Travel Data Center

¹ Round-trip straight-line distance for domestic travel only.

Base: 32.6 million business/convention trips,
37.2 million business/convention person-trips.

Table 4B: Percent Distribution of BUSINESS/CONVENTION Trips and Person-trips by Duration of Trip and Type of Lodging, First Quarter, 1987

<u>Trip Duration</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
No nights	14%	13%
One night	16	16
2 to 3 nights	38	37
4 to 9 nights	25	29
10 nights or more	<u>6</u>	<u>6</u>
Total	100%	100%
Average duration	3.7 nights	3.7 nights
<u>Type of Lodging</u>		
Home of friends/relatives	15%	15%
Hotel/motel/motor hotel	67	68
Rented cabin/condo./ vacation home	2	2
Owned cabin/condo./ vacation home	1	2
Camper/RV/tent	1	1
Other	6	6
No nights	14	13

Note: Details may not add to totals due to rounding or multiple responses.

Source: U.S. Travel Data Center

Base: 32.6 million business/convention trips,
37.2 million business/convention person-trips.

Table 4C: Percent Distribution of BUSINESS/CONVENTION Trips and Person-trips by Type of Trip, First Quarter, 1987

	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
<u>Vacation or Other Trip</u>		
Vacation trip	8%	11%
Not a Vacation trip	<u>92</u>	<u>89</u>
Total	100%	100%
<u>Weekend or Other Trip</u>		
Weekend trip	22%	24%
Not a Weekend trip	<u>78</u>	<u>76</u>
Total	100%	100%

Note: Details may not add to 100% due to rounding.

Source: U.S. Travel Data Center

Base: 32.6 million business/convention trips,
37.2 million business/convention person-trips.

Table 4D: Percent Distribution of BUSINESS/CONVENTION Trips and Person-trips by Travel Party Size and Structure, First Quarter, 1987

<u>Travel Party Size</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
One	82%	66%
Two	15	24
Three	2	6
Four	*	1
Five or more	<u>*</u>	<u>4</u>
Total	100%	100%
<u>Travel Party Structure</u>		
One adult without children	82%	66%
Two or more adults, without children	15	26
One adult with children	1	1
Two or more adults with children	<u>2</u>	<u>6</u>
Total	100%	100%

*Less than 0.5 percent.

Note: Details may not add totals due to rounding.

Source: U.S. Travel Data Center

Base: 32.6 million business/convention trips,
37.2 million business/convention person-trips.

Table 4E: Percent Distribution of BUSINESS/CONVENTION Trips and Person-trips by Family Income and Age, First Quarter, 1987

<u>Family Income</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
Less than \$10,000	3%	3%
\$10,000-\$19,999	7	7
\$20,000-\$29,999	15	15
\$30,000-\$39,999	20	18
\$40,000 or more	46	51
Not reported	<u>9</u>	<u>6</u>
Total	100%	100%

<u>Age</u> ¹	<u>Percent of Person-trips</u>
Less than 18 years ²	4%
18-24 years	8
25-34 years	27
35-44 years	31
45-54 years	18
55-64 years	6
65 years or older	<u>6</u>
Total	100%

Note: Details may not add to totals due to rounding.

Source: U.S. Travel Data Center

¹ This is the age of each traveler on the trip and, therefore, is appropriate on the person-trip level only.

² Does not include those under 18 traveling alone.

Base: 32.6 million business/convention trips,
37.2 million business/convention person-trips.

Table 4F: Percent Distribution of BUSINESS/CONVENTION Trips and Person-trips by Destination Region, First Quarter, 1987

<u>Destination Region</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
New England	2%	2%
Mid-Atlantic	7	6
South Atlantic	24	24
East South Central	5	5
West South Central	8	10
East North Central	11	10
West North Central	5	5
Mountain	13	12
Pacific	20	20
Outside U.S.	<u>4</u>	<u>5</u>
Total	100%	100%

Note: Details may not add to totals due to rounding.

Source: U.S. Travel Data Center

Base: 32.6 million business/convention trips,
37.2 million business/convention person-trips.

Table 4G: Percent Distribution of BUSINESS/CONVENTION Trips and Person-trips by Region of Trip Origin, First Quarter, 1987

<u>Origin Region</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
New England	3%	3%
Mid-Atlantic	15	14
South Atlantic	15	15
East South Central	8	8
West South Central	9	10
East North Central	14	13
West North Central	9	8
Mountain	6	6
Pacific	<u>20</u>	<u>22</u>
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 32.6 million business/convention trips,
37.2 million business/convention person-trips.

Table 4H: Percent Distribution of BUSINESS/CONVENTION Trips and Person-trips by ADI of Origin and Area of Destination, First Quarter, 1987

<u>ADI of Origin*</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
Over 1,000,000	41%	42%
250,000 to 999,999	35	34
50,000 to 249,999	22	22
Less than 50,000	<u>2</u>	<u>2</u>
Total	100%	100%
<u>Area of Destination</u>		
A County	56%	55%
Within Major City	46	46
B County	23	23
C County	8	8
D County	9	9
Outside the U.S.	<u>4</u>	<u>5</u>
Total	100%	100%

Note: Details may not add to totals due to rounding.

Source: U.S. Travel Data Center

*As defined by Arbitron Ratings Company - see Glossary of Terms

Base: 32.6 million business/convention trips,
37.2 million business/convention person-trips.

Table 5A: Percent Distribution of PLEASURE Trips and Person-trips by Round-trip Distance, and Mode of Transport, First Quarter, 1987

<u>Trip Distance</u> ¹	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
200-299 miles	24%	23%
300-399 miles	11	12
400-599 miles	17	18
600-999 miles	15	15
1,000-1,999 miles	11	10
2,000 miles or more	16	16
Outside U.S.	<u>6</u>	<u>7</u>
Total	100%	100%
Average distance ¹	1,040 miles	1,010 miles

Mode of Transportation

Auto/truck/RV	69%	74%
Airplane	23	19
Bus	5	4
Train	1	1
Other	<u>1</u>	<u>1</u>
Total	100%	100%

Note: Details may not add to totals due to rounding.

Source: U.S. Travel Data Center

¹Round-trip straight-line distance for domestic travel only.

Base: 73.8 million pleasure trips,
143.2 million pleasure person-trips.

Table 5B: Percent Distribution of PLEASURE Trips and Person-trips
by Duration of Trip and Type of Lodging, First Quarter, 1987

<u>Trip Duration</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
No nights	2%	2%
One night	8	8
2 to 3 nights	40	44
4 to 9 nights	36	34
10 nights or more	<u>14</u>	<u>15</u>
Total	100%	100%
Average duration	5.3 nights	5.1 nights
<u>Type of Lodging</u>		
Home of friends/relatives	48%	50%
Hotel/motel/motor hotel	42	40
Rented cabin/condo./ vacation home	2	2
Owned cabin/condo./ vacation home	2	3
Camper/RV/tent	3	4
Other	2	3
No nights	2	2

Note: Details may not add to totals due to rounding or multiple responses.

Source: U.S. Travel Data Center

Base: 73.8 million pleasure trips,
143.2 million pleasure person-trips.

Table 5C: Percent Distribution of PLEASURE Trips and Person-trips
by Type of Trip, First Quarter, 1987

<u>Vacation or Other Trip</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
Vacation trip	66%	68%
Not a Vacation trip	<u>34</u>	<u>32</u>
Total	100%	100%
<u>Weekend or Other Trip</u>		
Weekend trip	54%	58%
Not a weekend trip	<u>46</u>	<u>42</u>
Total	100%	100%

Note: Details may not add to 100% due to rounding.

Source: U.S. Travel Data Center

Base: 73.8 million pleasure trips,
143.2 million pleasure person-trips.

Table 5D: Percent Distribution of PLEASURE Trips and Person-trips
by Travel Party Size and Structure, First Quarter, 1987

<u>Travel Party Size</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
One	46%	24%
Two	30	31
Three	13	21
Four	6	13
Five or more	<u>5</u>	<u>12</u>
Total	100%	100%
 <u>Travel Party Structure</u>		
One adult without children	46%	24%
Two or more adults, without children	33	39
One adult with children	8	10
Two or more adults with children	<u>13</u>	<u>26</u>
Total	100%	100%

Note: Details may not add totals due to rounding.

Source: U.S. Travel Data Center

Base: 73.8 million pleasure trips,
143.2 million pleasure person-trips.

Table 5E: Percent Distribution of PLEASURE Trips and Person-trips
by Family Income and Age, First Quarter, 1987

<u>Family Income</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
Less than \$10,000	9%	7%
\$10,000-\$19,999	15	16
\$20,000-\$29,999	24	26
\$30,000-\$39,999	15	15
\$40,000 or more	27	27
Not reported	<u>10</u>	<u>9</u>
Total	100%	100%

<u>Age¹</u>	<u>Percent of Person-trips</u>
Less than 18 years ²	18%
18-24 years	13
25-34 years	23
35-44 years	17
45-54 years	8
55-64 years	12
65 years or older	<u>10</u>
Total	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

¹ This is the age of each traveler on the trip and, therefore,
is appropriate on the person-trip level only.

² Does not include those under 18 traveling alone.

Base: 73.8 million pleasure trips,
143.2 million pleasure person-trips.

Table 5F: Percent Distribution of PLEASURE Trips and Person-trips
by Destination Region, First Quarter, 1987

<u>Destination Region</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
New England	3%	3%
Mid-Atlantic	9	8
South Atlantic	20	17
East South Central	8	9
West South Central	10	10
East North Central	9	9
West North Central	7	7
Mountain	13	13
Pacific	15	17
Outside U.S.	<u>6</u>	<u>7</u>
Total	100%	100%

Note: Details may not add to totals due to rounding.

Source: U.S. Travel Data Center

Base: 73.8 million pleasure trips,
143.2 million pleasure person-trips.

Table 5G: Percent Distribution of PLEASURE Trips and Person-trips
by Region of Trip Origin, First Quarter, 1987

<u>Origin Region</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
New England	4%	4%
Mid-Atlantic	12	13
South Atlantic	18	17
East South Central	5	5
West South Central	13	15
East North Central	13	14
West North Central	12	13
Mountain	10	8
Pacific	<u>12</u>	<u>11</u>
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 73.8 million pleasure trips,
143.2 million pleasure person-trips.

Table 5H: Percent Distribution of PLEASURE Trips and Person-trips
by ADI of Origin and Area of Destination, First Quarter,
1987

<u>ADI of Origin**</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
Over 1,000,000	33%	32%
- 250,000 to 999,999	47	47
50,000 to 249,999	20	20
Less than 50,000	<u>*</u>	<u>1</u>
Total	100%	100%
<u>Area of Destination</u>		
A County	39%	38%
Within Major City	32	29
B County	25	23
C County	15	15
D County	16	16
Outside the U.S.	<u>6</u>	<u>7</u>
Total	100%	100%

*Less than 0.5 percent.

Note: Details may not add to totals due to rounding.

Source: U.S. Travel Data Center

**As defined by Arbitron Ratings Company - see Glossary of Terms

Base: 73.8 million pleasure trips,
143.2 million pleasure person-trips.

Table 6A: Percent Distribution of VACATION Trips and Person-trips by Round-trip Distance and Mode of Transport, First Quarter, 1987

<u>Trip Distance</u> ¹	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
200-299 miles	25%	24%
300-399 miles	9	10
400-599 miles	18	18
600-999 miles	13	12
1,000-1,999 miles	12	11
2,000 miles or more	15	16
Outside U.S.	<u>7</u>	<u>8</u>
Total	100%	100%
Average distance ¹	1,020 miles	1,040 miles

Mode of Transportation

Auto/truck/RV	72%	76%
Airplane	22	19
Bus	5	3
Train	1	1
Other	<u>1</u>	<u>1</u>
Total	100	100

Note: Details may not add to totals due to rounding.

Source: U.S. Travel Data Center

¹Round-trip straight-line distance for domestic travel only.

Base: 52.7 million vacation trips,
105.8 million vacation person-trips.

Table 6B: Percent Distribution of VACATION Trips and Person-trips
by Duration of Trip and Type of Lodging, First Quarter,
1987

<u>Trip Duration</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
No nights	1%	1%
One night	5	5
2 to 3 nights	37	38
4 to 9 nights	39	40
10 nights or more	<u>17</u>	<u>16</u>
Total	100%	100%
Average duration	5.9 nights	5.7 nights
<u>Type of Lodging</u>		
Home of friends/relatives	48%	47%
Hotel/motel/motor hotel	41	42
Rented cabin/condo./ vacation home	3	3
Owned cabin/condo./ vacation home	3	3
Camper/RV/tent	3	5
Other	4	2
No nights	1	1

Note: Details may not add to totals due to rounding or multiple responses.

Source: U.S. Travel Data Center

Base: 52.7 million vacation trips,
105.8 million vacation person-trips.

Table 6C: Percent Distribution of VACATION Trips and Person-trips
by Purpose and Type of Trip, First Quarter, 1987

<u>Purpose of Trip</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
Visit friends/relatives	45%	46%
Other pleasure	44	45
Business/convention	5	4
Other	<u>6</u>	<u>6</u>
Total	100%	100%
<u>Weekend or Other Trip</u>		
Weekend trip	53%	54%
Not a weekend trip	<u>47</u>	<u>46</u>
Total	100%	100%

Note: Details may not add to 100% due to rounding or multiple responses.

Source: U.S. Travel Data Center

Base: 52.7 million vacation trips,
105.8 million vacation person-trips.

Table 6D: Percent Distribution of VACATION Trips and Person-trips
by Travel Party Size and Structure, First Quarter, 1987

<u>Travel Party Size</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
One	40%	20%
Two	35	34
Three	15	22
Four	5	10
Five or more	<u>5</u>	<u>13</u>
Total	100%	100%
 <u>Travel Party Structure</u>		
One adult without children	41%	20%
Two or more adults, without children	38	42
One adult with children	9	12
Two or more adults with children	<u>12</u>	<u>25</u>
Total	100%	100%

Note: Details may not add totals due to rounding.

Source: U.S. Travel Data Center

Base: 52.7 million vacation trips,
105.8 million vacation person-trips.

Table 6E: Percent Distribution of VACATION Trips and Person-trips
by Family Income and Age, First Quarter, 1987

<u>Family Income</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
Less than \$10,000	8%	6%
\$10,000-\$19,999	18	17
\$20,000-\$29,999	25	25
\$30,000-\$39,999	15	16
\$40,000 or more	22	24
Not reported	<u>12</u>	<u>12</u>
Total	100%	100%

<u>Age</u> ¹	<u>Percent of Person-trips</u>
Less than 18 years ²	18%
18-24 years	13
25-34 years	24
35-44 years	16
45-54 years	8
55-64 years	13
65 years or older	<u>7</u>
Total	100%

Note: Details may not add to totals due to rounding.

Source: U.S. Travel Data Center

¹This is the age of each traveler on the trip and, therefore,
is appropriate on the person-trip level only.

²Does not include those under 18 traveling alone.

Base: 52.7 million vacation trips,
105.8 million vacation person-trips.

Table 6F: Percent Distribution of VACATION Trips and Person-trips
by Destination Region, First Quarter, 1987

<u>Destination Region</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
New England	4%	3%
Mid-Atlantic	9	8
South Atlantic	22	20
East South Central	8	9
West South Central	9	8
East North Central	9	9
West North Central	6	6
Mountain	11	11
Pacific	16	17
Outside U.S.	<u>7</u>	<u>8</u>
Total	100%	100%

Note: Details may not add to totals due to rounding.

Source: U.S. Travel Data Center

Base: 52.7 million vacation trips,
105.8 million vacation person-trips.

Table 6G: Percent Distribution of VACATION Trips and Person-trips
by Region of Trip Origin, First Quarter, 1987

<u>Origin Region</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
New England	6%	6%
Mid-Atlantic	13	13
South Atlantic	21	19
East South Central	5	5
West South Central	10	12
East North Central	15	16
West North Central	10	11
Mountain	10	8
Pacific	<u>11</u>	<u>11</u>
Total	100%	100%

Note: Details may not add to totals due to rounding.

Source: U.S. Travel Data Center

Base: 52.7 million vacation trips,
105.8 million vacation person-trips.

Table 6H: Percent Distribution of VACATION Trips and Person-trips
by ADI of Origin and Area of Destination, First Quarter,
1987

<u>ADI of Origin**</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
Over 1,000,000	35%	36%
250,000 to 999,999	45	44
50,000 to 249,999	19	20
Less than 50,000	<u>*</u>	<u>*</u>
Total	100%	100%
<u>Area of Destination</u>		
A County	38%	39%
Within Major City	31	30
B County	26	25
C County	16	16
D County	13	12
Outside the U.S.	<u>7</u>	<u>9</u>
Total	100%	100%

*Less than 0.5 percent.

Note: Details may not add to totals due to rounding.

Source: U.S. Travel Data Center

**As defined by Arbitron Ratings Company - see Glossary of Terms

Base: 52.7 million vacation trips,
105.8 million vacation person-trips.

Table 7A: Percent Distribution of WEEKEND Trips and Person-trips by Round-trip Distance and Mode of Transport, First Quarter, 1987

<u>Trip Distance</u> ¹	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
200-299 miles	26%	25%
300-399 miles	12	13
400-599 miles	24	24
600-999 miles	19	18
1,000-1,999 miles	7	6
2,000 miles or more	10	12
Outside U.S.	<u>3</u>	<u>2</u>
Total	100%	100%
Average distance ¹	800 miles	810 miles

Mode of Transportation

Auto/truck/RV	76%	79%
Airplane	17	15
Bus	3	3
Train	1	1
Other	<u>2</u>	<u>1</u>
Total	100	100

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

¹Round-trip straight-line distance for domestic travel only.

Base: 48.2 million weekend trips,
97.0 million weekend person-trips.

Table 7B: Percent Distribution of WEEKEND Trips and Person-trips
by Duration of Trip and Type of Lodging, First Quarter, 1987

<u>Trip Duration</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
No nights	0%	0%
One night	11	12
2 to 3 nights	64	65
4 to 9 nights	25	23
10 nights or more	<u>0</u>	<u>0</u>
Total	100%	100%
Average duration	2.7 nights	2.7 nights
<u>Type of Lodging</u>		
Home of friends/relatives	51%	53%
Hotel/motel/motor hotel	44	41
Rented cabin/condo./ weekend home	2	1
Owned cabin/condo./ weekend home	2	2
Camper/RV/tent	2	2
Other	1	1
No nights	0	0

Note: Details may not add to totals due to rounding or multiple responses.

Source: U.S. Travel Data Center

Base: 48.2 million weekend trips,
97.0 million weekend person-trips.

Table 7C: Percent Distribution of WEEKEND Trips and Person-trips
by Purpose and Type of Trip, First Quarter, 1987

<u>Purpose of Trip</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
Visit friends/relatives	46%	46%
Other pleasure	33	38
Business/convention	14	9
Other	<u>7</u>	<u>7</u>
Total	100%	100%
<u>Vacation or Other Trip</u>		
Vacation trip	58%	59%
Not a vacation trip	<u>42</u>	<u>41</u>
Total	100%	100%

Note: Details may not add to 100% due to rounding or multiple responses.

Source: U.S. Travel Data Center

Base: 48.2 million weekend trips,
97.0 million weekend person-trips.

Table 7D: Percent Distribution of WEEKEND Trips and Person-trips
by Travel Party Size and Structure, First Quarter, 1987

<u>Travel Party Size</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
One	39%	19%
Two	35	35
Three	15	22
Four	7	13
Five or more	<u>4</u>	<u>10</u>
Total	100%	100%
 <u>Travel Party Structure</u>		
One adult without children	39%	19%
Two or more adults, without children	39	43
One adult with children	6	8
Two or more adults with children	<u>16</u>	<u>30</u>
Total	100%	100%

Note: Details may not add totals due to rounding.

Source: U.S. Travel Data Center

Base: 48.2 million weekend trips,
97.0 million weekend person-trips.

Table 7E: Percent Distribution of WEEKEND Trips and Person-trips
by Family Income and Age, First Quarter, 1987

<u>Family Income</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
Less than \$10,000	6%	6%
\$10,000-\$19,999	17	18
\$20,000-\$29,999	25	23
\$30,000-\$39,999	17	17
\$40,000 or more	26	27
Not reported	<u>9</u>	<u>9</u>
Total	100%	100%

<u>Age</u> ¹	<u>Percent of Person-trips</u>
Less than 18 years ²	16%
18-24 years	14
25-34 years	24
35-44 years	18
45-54 years	10
55-64 years	9
65 years or older	<u>8</u>
Total	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

¹This is the age of each traveler on the trip and, therefore,
is appropriate on the person-trip level only.

²Does not include those under 18 traveling alone.

Base: 48.2 million weekend trips,
97.0 million weekend person-trips.

Table 7F: Percent Distribution of WEEKEND Trips and Person-trips
by Destination Region, First Quarter, 1987

<u>Destination Region</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
New England	2%	3%
Mid-Atlantic	9	8
South Atlantic	17	14
East South Central	11	13
West South Central	10	11
East North Central	13	13
West North Central	6	6
Mountain	14	13
Pacific	15	18
Outside U.S.	<u>3</u>	<u>2</u>
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 48.2 million weekend trips,
97.0 million weekend person-trips.

Table 7G: Percent Distribution of WEEKEND Trips and Person-trips
by Region of Trip Origin, First Quarter, 1987

<u>Origin Region</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
New England	4%	4%
Mid-Atlantic	11	10
South Atlantic	16	14
East South Central	8	8
West South Central	14	17
East North Central	14	12
West North Central	13	14
Mountain	9	8
Pacific	<u>12</u>	<u>13</u>
Total	100%	100%

Note: Details may not add to totals due to rounding.

Source: U.S. Travel Data Center

Base: 48.2 million weekend trips,
97.0 million weekend person-trips.

Table 7H: Percent Distribution of WEEKEND Trips and Person-trips
by ADI of Origin and Area of Destination, First Quarter,
1987

<u>ADI of Origin**</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
Over 1,000,000	33%	32%
250,000 to 999,999	47	49
50,000 to 249,999	20	19
Less than 50,000	<u>*</u>	<u>*</u>
Total	100%	100%
<u>Area of Destination</u>		
A County	42%	41%
Within Major City	34	31
B County	18	18
C County	16	18
D County	21	22
Outside the U.S.	<u>3</u>	<u>2</u>
Total	100%	100%

*Less than 0.5 percent.

Note: Details may not add to totals due to rounding.

Source: U.S. Travel Data Center

**As defined by Arbitron Ratings Company - see Glossary of Terms

Base: 48.2 million weekend trips,
97.0 million weekend person-trips.

Table 8A: Percent Distribution of HOTEL/MOTEL Trips and Person-trips
by Round-trip Distance, First Quarter, 1987

<u>Trip Distance</u> ¹	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
200-299 miles	17%	17%
300-399 miles	13	11
400-599 miles	19	18
600-999 miles	16	16
1,000-1,999 miles	16	16
2,000 miles or more	14	13
Outside U.S.	<u>6</u>	<u>8</u>
Total	100%	100%
Average distance ¹	1,090 miles	1,060 miles

Mode of Transportation

Auto/truck/RV	58%	62%
Airplane	35	30
Bus	5	5
Train	1	1
Other	<u>2</u>	<u>2</u>
Total	100%	100%

Note: Details may not add to totals due to rounding.

Source: U.S. Travel Data Center

¹ Round-trip straight-line distance for domestic travel only.

Base: 52.4 million hotel/motel trips,
88.3 million hotel/motel person-trips.

Table 8B: Percent Distribution of HOTEL/MOTEL Trips and Person-trips by Duration of Trip, First Quarter, 1987

<u>Trip Duration</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
No nights	0%	0%
One night	12	10
2 to 3 nights	43	43
4 to 9 nights	35	37
10 nights or more	<u>10</u>	<u>9</u>
Total	100%	100%
Average duration	4.5 nights	4.6 nights

Note: Details may not add to totals due to rounding or multiple responses.

Source: U.S. Travel Data Center

Base: 52.4 million hotel/motel trips,
88.3 million hotel/motel person-trips.

Table 8C: Percent Distribution of HOTEL/MOTEL Trips and Person-trips by Purpose and Type of Trip, First Quarter, 1987

<u>Purpose of Trip</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
Visit friends/relatives	17%	19%
Other pleasure	38	45
Business/convention	39	29
Other	<u>6</u>	<u>7</u>
Total	100%	100%
<u>Vacation or Other Trip</u>		
Vacation trip	41%	50%
Not a Vacation trip	<u>59</u>	<u>50</u>
Total	100%	100%
<u>Weekend or Other Trip</u>		
Weekend trip	40%	45%
Not a weekend trip	<u>60</u>	<u>55</u>
Total	100%	100%

Note: Details may not add to 100% due to rounding or multiple responses.

Source: U.S. Travel Data Center

Base: 52.4 million hotel/motel trips,
88.3 million hotel/motel person-trips.

Table 8D: Percent Distribution of HOTEL/MOTEL Trips and Person-trips
by Travel Party Size and Structure, First Quarter, 1987

<u>Travel Party Size</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
One	59%	35%
Two	25	29
Three	8	14
Four	4	11
Five or more	<u>4</u>	<u>11</u>
Total	100%	100%
<u>Travel Party Structure</u>		
One adult without children	59%	35%
Two or more adults, without children	28	37
One adult with children	4	7
Two or more adults with children	<u>8</u>	<u>20</u>
Total	100%	100%

Note: Details may not add totals due to rounding.

Source: U.S. Travel Data Center

Base: 52.4 million hotel/motel trips,
88.3 million hotel/motel person-trips.

Table 8E: Percent Distribution of HOTEL/MOTEL Trips and Person-trips by Family Income and Age, First Quarter, 1987

<u>Family Income</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
Less than \$10,000	5%	4%
\$10,000-\$19,999	10	10
\$20,000-\$29,999	21	22
\$30,000-\$39,999	17	17
\$40,000 or more	38	38
Not reported	<u>9</u>	<u>9</u>
Total	100%	100%

<u>Age</u> ¹	<u>Percent of Person-trips</u>
Less than 18 years ²	13%
18-24 years	9
25-34 years	23
35-44 years	25
45-54 years	13
55-64 years	10
65 years or older	<u>6</u>
Total	100%

Note: Details may not add to totals due to rounding.

Source: U.S. Travel Data Center

¹This is the age of each traveler on the trip and, therefore, is appropriate on the person-trip level only.

²Does not include those under 18 traveling alone.

Base: 52.4 million hotel/motel trips,
88.3 million hotel/motel person-trips.

Table 8F: Percent Distribution of HOTEL/MOTEL Trips and Person-trips
by Destination Region, First Quarter, 1987

<u>Destination Region</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
New England	2%	2%
Mid-Atlantic	9	8
South Atlantic	22	20
East South Central	7	7
West South Central	8	10
East North Central	10	9
West North Central	6	6
Mountain	14	14
Pacific	15	15
Outside U.S.	<u>6</u>	<u>8</u>
Total	100%	100%

Note: Details may not add to totals due to rounding.

Source: U.S. Travel Data Center

Base: 52.4 million hotel/motel trips,
88.3 million hotel/motel person-trips.

Table 8G: Percent Distribution of HOTEL/MOTEL Trips and Person-trips
by Region of Trip Origin, First Quarter, 1987

<u>Origin Region</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
New England	4%	4%
Mid-Atlantic	12	11
South Atlantic	16	15
East South Central	7	8
West South Central	11	12
East North Central	14	16
West North Central	8	7
Mountain	10	10
Pacific	<u>17</u>	<u>17</u>
Total	100%	100%

Note: Details may not add to totals due to rounding.

Source: U.S. Travel Data Center

Base: 52.4 million hotel/motel trips,
88.3 million hotel/motel person-trips.

Table 8H: Percent Distribution of HOTEL/MOTEL Trips and Person-trips by ADI of Origin and Area of Destination, First Quarter, 1987

<u>ADI of Origin*</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
Over 1,000,000	38%	35%
250,000 to 999,999	42	43
50,000 to 249,999	19	21
Less than 50,000	<u>1</u>	<u>1</u>
Total	100%	100%
<u>Area of Destination</u>		
A County	49%	45%
Within Major City	41	38
B County	22	21
C County	11	12
D County	12	13
Outside the U.S.	<u>6</u>	<u>8</u>
Total	100%	100%

Note: Details may not add to totals due to rounding.

Source: U.S. Travel Data Center

*As defined by Arbitron Ratings Company - see Glossary of Terms

Base: 52.4 million hotel/motel trips,
88.3 million hotel/motel person-trips.

APPENDIX B NATIONAL TRAVEL SURVEY METHODOLOGY

The National Travel Survey is based upon data collected each month by telephone interview from a national probability sample of 1,500 adults (age 18+) representing the total adult, civilian, non-institutional population of the contiguous United States.

The sample design is a two-stage, stratified, internally replicated national probability sample. The first stage of stratification is the nine census regions in the contiguous United States, omitting Hawaii and Alaska. The second stage is Areas of Dominant Influence (ADIs) within each of the census regions.

Each month, a new sample is drawn. However, because the primary and secondary sampling units are the same in each month, the successive samples are "matched", thus improving the trendability of the data.

To construct the sample, the entire country is divided into the nine regions defined by the U. S. Bureau of Census except that Hawaii and Alaska are deleted from the Pacific region. Within each region, the Areas of Dominant Influence (ADIs), as defined by Arbitron, are arrayed in terms of population. These ADIs form the primary sampling units of the sample.

Within each ADI, counties are arrayed by population, and within each county, minor civil divisions (MCDs) are arrayed in terms of population. From this listing for each region, systematic random sampling is used to select a sample of MCDs.

A total of 500 sampling units is chosen overall. This actually consists of eight separate matched samples, each consisting of 62 or 63 sampling units. Each of these eight matched samples is itself a national probability sample. The use of eight matched samples or internal replicates allows us to obtain data-based estimates of sampling error utilizing the well-known procedures developed by Professor John Tukey.

For each of the 500 minor civil divisions (MCDs) selected, the actual sampling point is defined as the largest telephone book containing the minor civil division. Since each minor civil division in the United States has a chance of selection proportional to its population, and since each minor civil division is associated with one and only one telephone book, each telephone book has a probability of selection proportional to the number of people living in the area and not to the number of telephones whether listed or unlisted.

An equal number of telephone numbers is selected from each telephone book in such a way that every number listed in the book has an equal chance of being selected. These numbers form a base for the sample, but since they are all listed numbers, they are not used for actual calling. Rather, a random digit is systematically added to the listed numbers selected so as to give a random sample of both listed and nonlisted numbers. This takes advantage of the fact that unlisted numbers are randomly distributed over all telephone numbers.

The procedure gives every telephone household a known (and approximately equal) chance of selection into the sample. To extend the sampling procedure to individuals, a systematic random respondent selection procedure is required. In this sample, potentially heavier travelers within households are over-sampled.

In projecting results, an unequal probability of selection of individuals is corrected by weighting all respondents where the weight given each individual is inversely proportional to the probability of selection of the individual. Such weighting is used to correct for the limitation of one respondent per household in order to give a more accurate count of all trips taken and to correct for unequal probabilities of selection within the household. Weighting is also done when necessary by demographic factors to compensate for any random variation in response.

A national probability sample of at least 1,500 U.S. adults (age 18+) is contacted by telephone each month. Each respondent is asked about all trips of 75 miles or more, one-way, he or she took during the month immediately preceding the interview. Those trips subsequently calculated to be less than 100 miles in one-way, straight-line distance are excluded from the estimates of trips. Starting in 1966, data are also now being collected on trips of less than 100 miles which included one night or more spent in paid accommodations. Demographic information is also collected from all 1,500 respondents.

In addition, all travelers are asked to answer questions concerning vacation travel intentions. These questions are also asked of a random sample of the non-travelers sufficient to bring the total number of respondents answering these questions up to a minimum of 1,000.

APPENDIX C GLOSSARY OF TERMS

ADI (Area of Dominant Influence) of Origin. The geographic area of origin of the respondent is defined as the ADI (Area of Dominant Influence) in which the respondent resides. An ADI is defined by the Arbitron Ratings Company as including all counties in which the television stations from a given city are watched more than television stations from any other city. Therefore, an ADI includes not only the metropolitan statistical area (MSA), but also all the surrounding towns and counties which receive the major share of their television exposure from that point.

In this report, following Arbitron's standards, the ADIs of origin are classified according to four population categories: Over one million (large); 250,000 to 999,999 (medium); 50,000 to 249,999 (small); and under 50,000 (also small).

Air Trip. Any trip where the one type of transportation used to cover most of the miles on that trip was given as "airplane."

Area of Destination. Following Arbitron's standards, four county types are identified: "A" Counties are those counties located in the 25 most populated metropolitan statistical areas (MSAs) in the U.S.; "B" Counties have populations of or are located within MSAs of over 150,000 (but are not "A" counties); "C" Counties have populations of or are located within MSAs of 35,000 to 150,000 (but are not "A" or "B" counties); "D" Counties describe all others. Also, those who visited the actual city within the top 25 MSAs are shown as a component of the "A" County category.

Auto/Truck/RV Trip. Any trip where the one type of transportation used to cover most of the miles on that trip was given as "auto or truck without camping equipment," "auto or truck with camper trailer or camping equipment," or "self-contained recreational vehicle (live-in camper)."

Business/Convention Trip. Any trip where the purpose of the trip was given as "business" or "convention, seminar, meeting."

Census Region of Origin /Destination. Data from the National Travel Survey are tabulated by the following regions, as defined by the U.S. Bureau of the Census: New England, Mid-Atlantic, East North Central, West North Central, South Atlantic, East South Central, Mountain, and Pacific. In addition, travel outside the U.S. is broken down by Canada, Mexico and Overseas.

Destination. The place given by the respondent as the destination of the trip in answer to the question, "Thinking of this trip what is the name of the destination or farthest place you reached on that trip?"

Distance. See "Trip Distance."

Duration. See "Trip Duration."

East North Central. The geographic area of the U.S. comprising the states of Illinois, Indiana, Michigan, Ohio, and Wisconsin.

East South Central. The geographic area of the U.S. comprising the states of Alabama, Kentucky, Mississippi, and Tennessee.

Family. A "family" includes the household head and all relatives who are currently members of the household.

Family Income. The total combined income of the respondent's family.

Geographic Residence/Destination. Information on the geographic area of residence of the respondent and the trip destination is classified according to ADI's as defined by the Arbitron Ratings Company. See "ADI of Origin" and "Area of Destination".

Household. A "household" comprises all persons who occupy a "housing unit," that is, a house, an apartment, or other group of rooms, or a room that constitutes separate living quarters.

Inside U.S. In this report, this term refers to all travel within the United States, including Alaska and Hawaii.

Lodging. Information was gathered on seven lodging categories: (1) homes of friends and relatives, (2) hotels, motels, motor hotels and tourist courts, (3) rented cabins, condominiums and vacation homes, (4) owned cabins, condominiums and vacation homes, (5) campers, trailers, recreational vehicles, and tents, (6) enroute, for example, nights spent in a common carrier, and (7) other.

MSA. See "Metropolitan Statistical Area."

Metropolitan Statistical Area. A Metropolitan Statistical Area (MSA) is an integrated economic and social unit with a large population nucleus. Each MSA consists of one or more counties meeting standards of population and metropolitan character, except New England where towns and cities rather than counties are the basic geographic units.

Mid-Atlantic. The geographic area of the U.S. comprising the states of New Jersey, New York, and Pennsylvania.

Mode of Transport. Each trip is classified by the respondent according to the primary mode of transportation in answer to the question, "What was the one type of transportation used to cover most of the miles on this trip?" The survey gathers data by eight classifications: (1) Auto or truck without camping equipment, (2) auto or truck with camper trailer or camping

equipment, (3) self-contained recreational vehicle (live-in trailer), (4) airplane, (5) bus, (6) train, (7) ship or boat, and (8) other.

Mountain. The geographic area of the U.S. comprising the states of Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, and Wyoming.

New England. The geographic area of the U.S. comprising the states of Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont.

Outside the U.S. The geographic area comprising all foreign destinations, excluding the contiguous U.S., Alaska, and Hawaii.

Pacific. Alaska, California, Hawaii, Oregon, and Washington.

Person-Trip. This is a person on a trip. If one person reported three different trips, his/her travel is counted as three trips and three person-trips. If three persons from a household go together on one trip, their travel is counted as one trip and three person-trips.

Pleasure Trip. As used in the table columns, any trip where the purpose of the trip was given as "outdoor recreation (hunting, fishing, boating, camping)" or "entertainment (sightseeing, theater, sports)."

Purpose of Trip. The respondent was asked to identify for each trip reported the "main reason for this trip." Responses were classified as follows: (1) visit friends and relatives, (2) Convention, seminar, meeting, (3) business, (4) outdoor recreation (hunting, fishing, boating, camping), (5) entertainment (sightseeing, theater, sports), (6) personal, family (medical, funeral, wedding), and (7) other.

The main purpose for the trip was ascribed to each person on the trip. If a trip was taken by the respondent and two other people traveling with him/her to visit friends and relatives, three person-trips were counted for this purpose. Similarly, if the trip had been primarily for business, three person-trips were counted for business.

In this report, travel for "convention, seminar, meeting," and "business" has been combined, and travel for "outdoor recreation," and "entertainment" has been combined into a "pleasure" category, in the table columns.

Respondent. This is the person completing the telephone interview.

South Atlantic. The geographic area of the U.S. comprising the states of Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, and West Virginia.

Straight-Line Miles. This is a "great circle" distance approximation using arithmetically derived coordinates (based upon longitude and latitude) and the Pythagorean Theorem. Straight-line miles are calculated by computer program and adjusted to trip distance for presentation in this report. See "Trip Distance."

Travel Party Size. The travel party for each trip is categorized into one of several groups depending upon the number of household members who went on that trip.

Travel Party Structure. The travel party for each trip is categorized depending upon the age and number of family members on that trip.

Trip. A trip is defined as each time a person goes to a place at least 100 miles away from home and returns. The following types of trips were specifically excluded: (1) travel as part of an operation crew on a train, airplane, truck, bus or ship, (2) commuting to a place of work, and (3) student trips to or from school.

In this survey, respondents are asked to report all trips of 75 miles or more, one-way, taken during the month immediately preceding the interview. Those trips subsequently calculated to be less than 100 miles in one-way, straight-line distance are excluded from the estimates of trips. This is done in an effort to minimize failure to report trips of 100 miles or more due to respondents error in recall.

Trip Distance. Trip distance is reported in terms of round-trip miles in this report. Round-trip miles are twice the calculated one-way, straight-line miles from origin to destination. These are calculated for domestic trips only. See "Straight-line Miles."

Trip Duration. This is the number of nights spent away from home on one trip. This includes nights spent at the destination and enroute. It is possible for a trip not to involve an overnight away from home if the traveler took a trip of 100 miles or more and returned home the same day.

Vacation Trip. Vacation was considered to be an occasion when trips are taken, but was not listed as a purpose or reason for travel. The respondent was asked for each trip reported, "Was this a vacation trip?"

Visit Friends/Relatives Trip. Any trip where the purpose of the trip was to "visit friends and/or relatives."

Weekend Trip. Each trip was classified as to whether it was a weekend trip by asking the respondents, "Was this a weekend or long weekend trip?" for each trip reported.

West North Central. The geographic area of the U.S. comprising the states of Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, and South Dakota.

West South Central. The geographic area of the U.S. comprising the states of Arkansas, Louisiana, Oklahoma, and Texas.

APPENDIX D
SAMPLE CHARACTERISTICS
FIRST QUARTER, 1987

Number of telephone numbers selected	22,500
Number of interviews completed	4,556
Number of respondents reporting one or more qualifying trips	1,025
Total number of qualifying trips	1,474

APPENDIX E SAMPLING ERROR, FIRST QUARTER 1987

There are a variety of statistical reasons why theoretical estimates can give only a rough indication of sampling error for key projections of this survey (e.g., trips). These include weighting, clustering, and response rates. For these reasons, the sample was designed to utilize the method of internal replication to obtain a more accurate measure of actual sampling error. In this method, the total sample is constructed or built up from a series of matched samples of small size. Each of these smaller samples is itself a national probability sample drawn as described in Appendix A. Each sample can thus be viewed as a sample of the universe of all households in the United States. The variation between samples can be used to give an indication of the sampling error.

For this study, a total of seven matched samples was utilized. Each of these consisted of fifty primary sampling units. Each of these samples was drawn so as to give the proper proportion of respondents in each travel region and in metropolitan and non-metropolitan areas. The tables below indicates the confidence intervals at the 95% confidence level based on this internal replication approach. The basic estimates of sampling error were supplied by Dr. Michael Rapoport of RL Associates, Princeton, New Jersey, and suggest the confidence intervals for the trip estimates contained in this report.

<u>TRIP OR TRAVELER CHARACTERISTICS</u>	<u>PERCENT OF TRIPS</u>	<u>95% CONFIDENCE INTERVAL</u>
<u>DESTINATION REGION</u>		
New England	2%	+1% ^{**}
Mid-Atlantic	9	+1*
South Atlantic	21	+1
East South Central	8	+1*
West South Central	10	+1*
East North Central	10	+1*
West North Central	6	+1*
Mountain	13	+1*
Pacific	16	+1
Outside U.S.	5	+1*

*Due to the small estimated percentage of trips for this category, the relative error is high. This estimate, therefore, should be used with care.

**Due to the very small estimated percentage of trips for this category, the relative error is very high. This estimate, therefore, should be used with extreme care.

TRIP OR TRAVELER
CHARACTERISTICS -(Continued)

PERCENT OF
TRIPS

95% CONFIDENCE
INTERVAL

TRIP DISTANCE

200-299 miles	22%	+1%
300-399 miles	14	+1*
400-599 miles	18	+1
600-999 miles	13	+1*
1,000-1,999 miles	15	+1
2,000 miles or more	14	+1*
Outside U.S.	5	+1*

TRIP DURATION

No nights	7%	+3%*
One night	11	+1*
2-3 nights	40	+2
4-9 nights	31	+1
10 nights or more	11	+1*

FAMILY INCOME

Less than \$10,000	7%	+1*
\$10,000-\$19,000	14	+2*
\$20,000-\$29,999	21	+1
\$30,000-\$39,999	16	+1
\$40,000 or more	33	+1
Refused	9	+2*

TYPE OF LODGING

Home of friends/relatives	38%	+2%
Hotel/motel/motor hotel	48	+2
Rented cabin/condo/vacation home	2	+1**
Owned cabin/condo/vacation home	2	+1**
Camper/RV/tent	2	+1**
No nights	7	+3*

TRIP OR TRAVELER
CHARACTERISTICS -(Continued)

PERCENT OF
TRIPS

95% CONFIDENCE
INTERVAL

ORIGIN REGION

New England	4%	+2%**
Mid-Atlantic	14	+1*
South Atlantic	17	+3
East South Central	6	+2*
West South Central	12	+1*
East North Central	13	+2*
West North Central	11	+1*
Mountain	9	+1*
Pacific	14	+1*

PURPOSE OF TRIP

Visit friends/relatives	35%	+2%
Other pleasure	31	+1
Business/convention	30	+1

MODE OF TRANSPORTATION

Auto/truck/RV	66%	+2%
Air	26	+1

VACATION TRIP

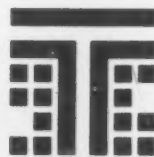
Vacation	48%	+2%
Not a vacation	52	+2

WEEKEND TRIP

Weekend	44%	+2%
Not over a weekend	56	+2

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1987
NATIONAL TRAVEL SURVEY
SECOND QUARTER REPORT



US Travel
Data Center

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The US Travel Data Center is the national, non-profit center for travel and tourism research. Since its establishment in 1973, the Data Center has devoted itself to advancing the common interests of the travel industry and the public it serves by encouraging, sponsoring and conducting statistical, economic, and scientific research concerning travel, the travel industry and travel-related industries. In pursuit of this objective, the Data Center gathers, analyzes, publishes and disseminates the results of such research, and cooperates with all government agencies, private industry and academic institutions with similar purposes and objectives.

The US Travel Data Center is an affiliate of the Travel Industry Association of America (TIA), the national, non-profit association representing all components of the U.S. travel industry, the third largest retail industry in the United States.

Rossi Ralenkotter, Chairman

Suzanne D. Cook Ph.D., Director

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EXECUTIVE SUMMARY



- Overall, travel for the second quarter of 1987 showed a healthy increase from the previous year. Representing a four percent gain from 1986, 296 million person-trips were recorded in April, May, and June.
- Travel for sightseeing, outdoor recreation, and entertainment purposes declined four percent. Because of the second-quarter Easter weekend, travel to visit friends and relatives demonstrated strong growth this quarter vs. 1986 after posting declines during the previous quarter.
- The business/convention travel market was exceptionally dynamic. During the quarter, travel for this purpose gained nine percent.
- A surge in the number of business/convention travelers flying to their destination offset the effect of a smaller number of "other pleasure" air travelers. Air person-trips were unchanged from second quarter 1986 but were characterized by longer average distances and shorter average durations than a year earlier.
- Auto/truck/RV travel grew five percent. Up two percentage points from 1986, 38 percent of all auto/truck/RV travelers were visiting friends and relatives. More than half (55 percent) of these travelers were on a weekend trip.
- Hotel and motels remained the most commonly used overnight accommodations (44 percent). However, their share slipped somewhat from 1986, while the share of travelers using the homes of friends and relatives (40 percent) gained. Overall, only one percent more travelers stayed in commercial accommodations than had a year earlier.
- Similar to findings a year ago, 28 percent of all second quarter travelers reported their annual household income to be in excess of \$40,000.
- The South Atlantic Census region hosted the largest share of travelers (21 percent) followed by the Pacific Census region (16 percent).
- With 18 percent each, the South Atlantic Census region and the East North Central Census region produced the greatest shares of travelers.
- Forty-five percent of the travel originated from medium-sized ADIs (those with populations of 250,000 to one million), while 37 percent were destined to large city areas.

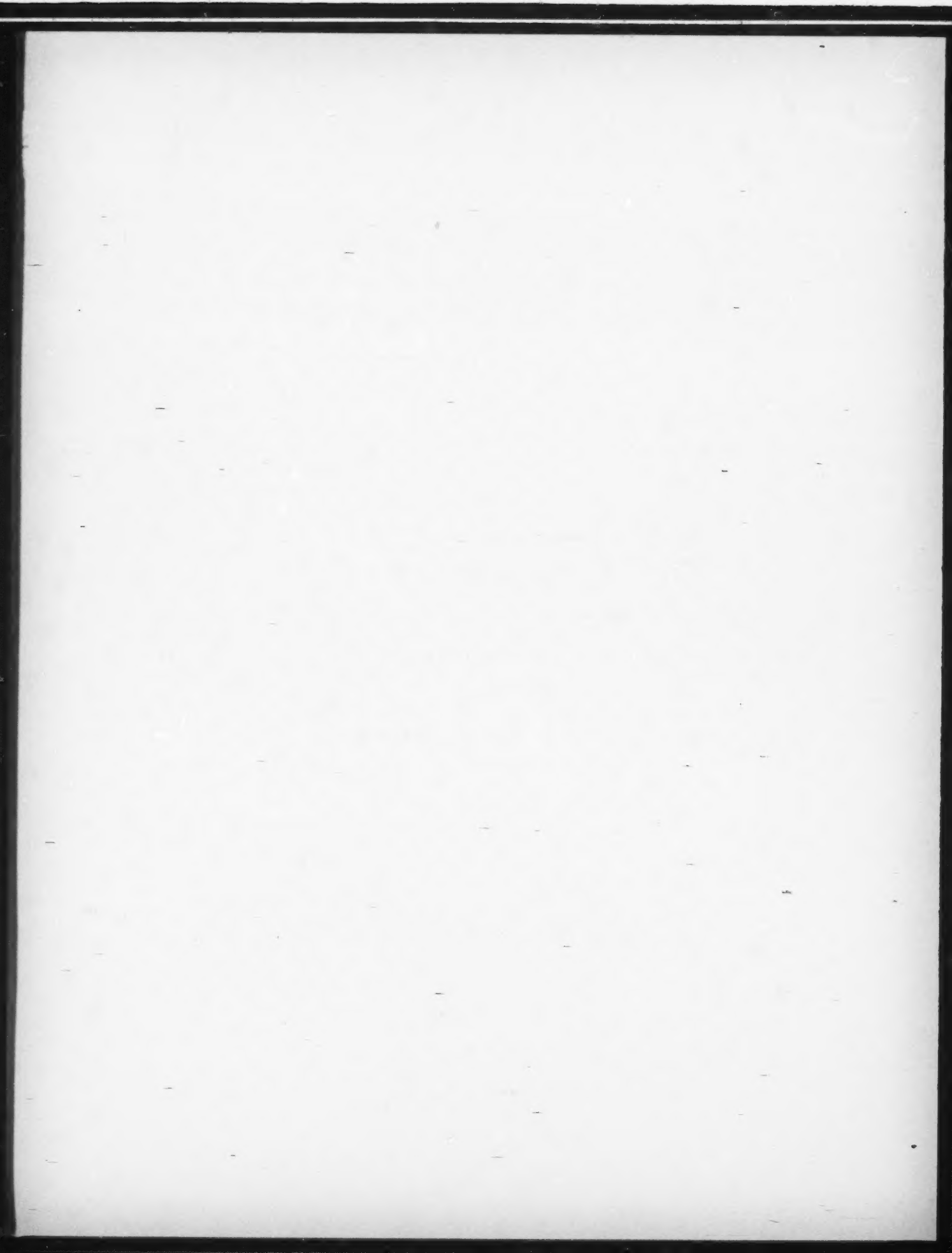


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INTRODUCTION

In March 1979, the US Travel Data Center began conducting a monthly National Travel Survey. Since that time, quarterly and annual summaries of results have been published regularly to provide Data Center members and other interested marketers and researchers with timely, consistent and relevant data on major trends in U.S. travel activity.

Travel activity in recent years has faced numerous challenges. Petroleum shortages, inflation, changing regulatory policies, economic decline and recovery, and shifting consumer buying habits all influence the volume and patterns of U.S. travel activity. This and other reports from the Data Center's National Travel Survey contribute to a better understanding of changing travel markets.

This report summarizes U.S. travel volume and characteristics during the second quarter of 1987.



GUIDE TO USING THIS REPORT

The first section of this report reviews factors related to U.S. travel activity in the past, specifically economic conditions and weather patterns.

Next is an analysis of major travel patterns and trends occurring during the second quarter of 1987 compared to the same period of 1986. Separate discussions of a number of important U.S. travel markets are included. Throughout this analysis, lettered tables show average person-trip characteristics in several different categories.

Summary tables of the complete results of the second quarter, 1987 National Travel Survey arranged by type of trip comprise Appendix A. These tables show the base number of trips and person-trips for each category and the percent distributions of these trips and person-trips by a number of trip and traveler characteristics. References appearing in parentheses are made in the analysis to these summary tables.

Following earlier National Travel Surveys, travel is measured by trips and person-trips. A "trip" is defined as travel to a place 100 miles or more away from home and return, whether or not an overnight stay is involved. Every time a respondent travels, either alone or with other members of the household, a trip is recorded. A "person-trip" is counted every time one person takes a trip. If the respondent travels with two other members of the household, one trip and three person-trips are counted. More detailed definitions of these and other terms used in this report are found in Appendix B: Glossary of Terms. Also located in the appendices are the following: Appendix C which provides a description of the methodology used to conduct the survey, Appendix D which shows a summary of the sample characteristics for the second quarter of 1987, and Appendix E which discusses sampling error.

This is the second report in a series of reports based on the 1987 National Travel Survey. Quarterly and annual reports summarizing data from the 1979 through 1986 National Travel Surveys have also been published.

Travel industry members and other interested parties are invited to participate in the National Travel Survey program. The survey combines the low cost advantage of a syndicated study with the flexibility of custom research to provide subscribers with the best survey package the Data Center can offer.

In addition to receiving reliable monthly data on Americans' travel activity and intentions, subscribers are entitled to add several questions of their own selection at any time during the year and to use the existing data base to segment responses.

For a prospectus describing the National Travel Survey, contact Lenore J. Reid, Manager of Survey Research, US Travel Data Center, Two Lafayette Centre, 1133 21st Street, N.W., Washington, D.C. 20036, (202) 293-1040.

BACKGROUND FACTORS FOR TRAVEL DURING SECOND QUARTER, 1987

Economic Developments

Although significantly softer than a year earlier, the second quarter 1987's economic performance was somewhat more favorable than the preceeding two quarters'. Unlike recent economic gains, production played a larger role this quarter while consumer demand moderated. Table A below provides a comparison of the major economic developments between the second quarters of 1987 and 1986.

Table A: Overall U.S. Economic Developments,
Second Quarter, 1987 and 1986
(Percent change from previous year)

	<u>1987</u>	<u>1986</u>
Dollar GNP	5.5%	6.0%
Real GNP	2.4	3.3
Personal income	5.3	6.7
Personal consumption expenditures(real)	2.2	4.2
Corporate profits after tax	10.0	-2.0
Consumer price index	3.8	1.6
Travel price index	6.0	-1.1
Payroll employment	2.4	2.6

The Gross National Product in current dollars rose just one-half of a percentage point less than it had during the second quarter of 1986 -- 5.5 percent. After adjustments for inflation, Real GNP recorded nearly one percentage point less growth than was achieved a year prior, yet this represents a greater annual increase than was seen in either of the preceeding two quarters. Moreover, improvements in the GNP occurred despite weaknesses in consumer spending. Real personal consumption expenditures growth slowed to slightly more than two percent from over four percent a year earlier.

Slower income growth contributed to the lack-luster spending. Down from nearly seven percent a year earlier, personal income rose just over five percent in 1987. Additionally, the pace of inflation picked up dramatically and further undermined gains in personal income. The consumer price index jumped nearly four percent -- more than twice the increase of the prior year. After taking inflation into account, disposable personal income measured in real terms declined in year-to-year comparisons for the first time since the current economic recovery began.

Although the weakness of the dollar against foreign currencies was partially to blame for the rising cost of consumer goods, it was also credited with improving the trade balance. As U.S. produced goods became cheaper in foreign markets, the demand for them increased substantially. The second quarter of 1987 marked the third consecutive quarter with a shrinking net export deficit.

Spurred in part by the greater foreign demand, production of final goods, equipment, and particularly materials accelerated steadily after showing little growth for most of 1986. Corporate profits evidenced the healthier business atmosphere. Compared to the same period a year ago, corporate profits after tax rose ten percent.

Employment did not benefit from the increased production. Although overall payroll employment grew by over two percent or 2.4 million jobs, these new jobs were in the services sector. Manufacturing firms actually decreased their work forces from the second quarter of 1986.

The Consumer Confidence Index featured a curious blend of indicators. While overall the Index was up from a year ago, this increased optimism hinged on future expectations. However, plans to purchase appliances, automobiles, and homes as measured by the Buying Plans Index ran counter to this optimism. All were significantly down from 1986 levels reflecting a more frugal spending attitude.

The second quarter of 1987 featured slower growth in personal incomes and rising rates of inflation. Travel prices as measured by the TPI grew even faster than consumer prices -- up six percent. This atmosphere almost certainly discouraged much discretionary travel during the quarter. On the other hand, a favorable business climate helped launch strong business/convention travel growth.

Weather Conditions. Overall mild temperatures prevailed over much of the nation during April. May followed with generally mild and dry weather. A rainy one week exception was experienced in the Gulf Coast states, however. During June, the South Central region experienced below average temperatures and rainy weather. Meanwhile, the rest of the nation was warmer and dryer than usual.

Calendar. Easter Sunday fell on April 19. In 1986, this was a first quarter holiday. The quarter's only three day weekend was due to Memorial Day which was observed May 25. Both second quarter 1987 and 1986 carried 13 full weekends.

Consumer Attitudes and Buying Plans, The Conference Board, April through June, 1987.

OVERVIEW OF SECOND QUARTER 1987 TRAVEL ACTIVITY

The National Travel Survey reported that an average of 28 percent of all American adults, or 50.4 million residents (age 18+), traveled away from home during each month of the second quarter. This represents about eight percent more adult travelers than during the second quarter of 1986 (Table 1A).

During the quarter, these American adults took a total of 156 million trips, virtually unchanged from the previous year. Because of an increase in travel party size, however, a four percent increase in person-trips was realized. The number of person-trips during the second quarter rose from 284 million in 1986 to 296 million (Table 1B).

The chart below shows that while the average travel party size increased, little difference was seen in the average length or duration of 1987 travel when compared to that of 1986 (Tables 1C, 1D, and 1F).

Table B: Characteristics of the Average Person-trip,
Second Quarter, 1987 and 1986

	<u>1987</u>	<u>1986</u>
Persons per trip	1.90	1.82
Miles/person-trip*	900	900
Nights/person-trip	4.8	4.9

*Round-trip distance for domestic travel only.

The National Travel Survey showed that the overall gain in travel for the quarter was due to increases in both business/convention travel and travel to visit friends and relatives. Business/convention travel increased nine percent over 1986 and travel to visit friends and relatives grew ten percent. There was a four percent decline in travel for outdoor recreation, sightseeing, and entertainment (Table 1B).

Two-thirds (66 percent) of all person-trips taken during the second quarter were classified by respondents as vacation trips. Vacation travel increased in proportion to travel overall and gained four percent (Tables 1B and 1E).

Reflecting the impact of the Easter holiday weekend, the number of weekend person-trips rose an impressive 17 percent, accounting for 50 percent of all person-trips. For comparison, during the second quarter of 1986, the share was 44 percent (Tables 1B and 1E).

Five percent more travelers used personal motor vehicles to get to their destination than a year ago. Auto/truck/RVs

were used by three-in-four (75 percent) of the quarter's travelers. Air use was unchanged, carrying about one-in-five travelers. (Tables 1B and 1C).

Due to an increased proportion of travelers citing the purpose behind their trip as being to visit friends and relatives, it is not surprising to find greater use of personal accommodations than in 1986. However, as was true a year ago, the greatest share of travelers used commercial lodging facilities (44 percent) followed by the use of friends' and relatives' homes (40 percent) (Table 1D).

The composition of travel parties reveals that lone travelers comprised a smaller proportion of all person-trips during 1987 than in 1986 (26 percent vs. 34 percent). Conversely, 1987 travel parties tended to be larger. Sixteen percent of all trips taken included children under 18, who accounted for 14 percent of all person-trips (Tables 1F and 1G).

Little real difference was noted in the annual household income distribution of travelers from a year earlier. The largest share (28 percent) reported belonging to households with incomes in excess of \$40,000 (Table 1G).

The South Atlantic Census region enjoyed the greatest share of visiting travelers, garnering 21 percent during the second quarter of 1987. The Pacific Census region gained three percentage points over a year ago to become the second most popular destination with 16 percent (Table 1H).

As a region of origin, the East North Central Census region accounted for 18 percent -- a decline of five percentage points from a year ago. The South Atlantic also contributed 18 percent of the travelers (Table 1I).

Large ADIs (with more than one million residents) ranked second to medium-sized ADIs (with population of 250,000 to 999,999) in producing second quarter travelers (34 percent and 45 percent, respectively). The tendency for travelers to have originated in medium-sized ADIs was more pronounced this year than last (Table 1J).

Additionally, these travelers were more likely than 1986 travelers to visit the more rural areas of the nation. C and D Counties (those counties with populations of less than 150,000) garnered over one-third (35 percent) of all person-trips. For comparison, these counties accounted for only 29 percent a year before. Just slightly down from last year, the largest share (37 percent) of all travelers visited A Counties (those counties which comprise the 25 largest Metropolitan Statistical Areas). The cities within these counties were visited by over one-fourth (27 percent) of all travelers (Table 1J).

Mode of Transportation

Personal motor vehicles accounted for the choice of three-fourths (75 percent) of American travelers -- unchanged from a year ago. On a trip basis, auto/truck/RV travel rose less than one percent from 1986. However, larger travel parties resulted in growth in auto/truck/RV person-trips of over five percent. In all, 110 million trips representing 223 million person-trips involved these transportation modes during the second quarter of 1987 (Tables 1B and 1C).

Airlines are the second most favored means of travel for U.S. residents. Little increased activity in air travel was noted for the second quarter. Air trips numbered 38 million -- only one percent more than a year ago. Slightly smaller average travel party size meant even less growth in air person-trips. Equal to 1986 levels, 59 million air person-trips were recorded during April, May, and June of 1987 (Tables 1B and 1C).

The major differences between the characteristics of auto/truck/RV trips and air trips are evident in Table C below. Auto/truck/RV travel parties are significantly larger than air travel parties. However, both the distance traveled and the trip duration are substantially longer for travel by air (Tables 2A, 2B, 3A, and 3B).

Table C: Characteristics of the Average Auto/Truck/RV and Air Person-trip, Second Quarter, 1987 and 1986

	<u>Auto/Truck/RV</u>		<u>Air</u>	
	<u>1987</u>	<u>1986</u>	<u>1987</u>	<u>1986</u>
Persons per trip	2.03	1.94	1.53	1.55
Miles/person-trip*	610	640	2,130	2,020
Nights/person-trip	4.3	4.2	7.0	7.4

*Round-trip distance for domestic travel only.

The chart indicates that different trends were inherent in travel using auto/truck/RV vs. air. While the average travel party size of auto/truck/RV travel increased, that for air travel fell. The same is true for the duration of the trip. On the other hand, although the average round-trip domestic distance traveled by auto/truck/RV fell 30 miles, a gain of 110 miles was seen in air travel (Tables 2A, 2B, 3A, and 3B).

Overall, these changes are related to the dynamic nature of trip purpose. While the share of air travel comprised by pleasure purposes declined, business/convention's share grew by five percentage points to 29 percent. Business/convention travel

tends to be longer in distance but shorter in duration than pleasure travel. Hence, its more prominent influence on air travel can be seen by longer average distances and shorter durations. Meanwhile, more travel by auto/truck/RV was for the purpose of visiting friends and relatives than a year ago -- 38 percent. Growth in this kind of auto/truck/RV travel partially explains the larger auto/truck/RV travel parties and longer durations, but shorter distances compared to a year ago (Tables 2C and 3C).

The changing mix of purposes behind air and auto/truck/RV travel also influences the types of lodgings used while away from home. The growth in business purposes in air travel contributed to the greater use of commercial lodgings among air travelers. Up from 56 percent in 1986, 59 percent of the air travelers reported the use of these accommodations. In contrast, more auto/truck/RV travelers visiting friends and relatives meant growth in the share of auto/truck/RV travelers who stayed in the homes of acquaintances -- from 39 percent a year ago to 41 percent. A significantly larger proportion of auto/truck/RV travelers than air travelers used "other" accommodations such as rented or owned cabins, condominiums, vacation homes, campers, tents, and RV's -- 18 percent vs. 11 percent (Tables 2B and 3B).

Preferred travel destinations also differed depending on the mode of transportation used. The greatest share (23 percent) of auto/truck/RV travelers visited the South Atlantic Census region, while the largest share (22 percent) of air travelers were destined to the Pacific Census region. By area, both air and auto/truck/RV travelers chose large city areas (A Counties) most often. This was true for 55 percent of the air and 31 percent of the auto/truck/RV travelers. The share of auto/truck/RV person-trips which were destined to the less populated B, C, and D Counties was twice that of air person-trips -- 66 percent vs. 33 percent (Tables 2F, 2H, 3F, and 3H).

The Mid-Atlantic Census region (19 percent) led the South Atlantic Census region (17 percent) as the top producer of air travel. The South Atlantic Census region, along with the East North Central Census region, was also a top supplier of auto/truck/RV travel -- each with 18 percent. Although both air and auto/truck/RV travelers were most likely to have originated in medium sized ADIs (those with populations of 250,000 to 999,999), air travelers (39 percent) were somewhat more likely than auto/truck/RV travelers (32 percent) to have originated in the largest ADIs (with populations over one million) (Tables 2G, 2H, 3G, and 3H).

Purpose of Trip

The National Travel Survey collects data on trips taken for a variety of purposes. For this analysis, pleasure travel, defined as trips taken to visit friends and relatives, for outdoor recreation, sightseeing, and entertainment, is contrasted with business/convention travel. Table D below provides a background for this analysis.

Table D: Characteristics of the Average Pleasure and Business/Convention Person-trip, Second Quarter, 1987 and 1986

	<u>Pleasure</u>		<u>Business/Convention</u>	
	<u>1987</u>	<u>1986</u>	<u>1987</u>	<u>1986</u>
Persons per trip	2.05	1.93	1.40	1.39
Miles/person-trip*	890	940	1,190	970
Nights/person-trip	5.0	5.3	4.5	4.0

*Round-trip distance for domestic travel only.

Pleasure travel and business/convention travel understandably differ in many ways. Business/convention travel parties are substantially smaller than pleasure travel parties, and close in size to air travel parties. It is evident from the figures above that during the second quarter 1987 pleasure travel averaged both shorter durations and distances than a year ago. On the other hand, business/convention travel showed longer distances and durations (Tables 4A, 4B, 5A, and 5B).

Of all second quarter 1987 travel, 76 percent was taken primarily for pleasure purposes and 17 percent for business/convention reasons. A total of 110 million trips, representing 226 million person-trips, were taken for pleasure. Forty-eight percent of pleasure travel was for purposes such as visiting friends and relatives, while the remaining pleasure travel focused on sightseeing, outdoor recreation, and entertainment. Business and conventions were the primary motivators behind 37 million trips and 51 million person-trips this quarter (Tables 1B and 1E).

Business/convention travel grew dramatically during the second quarter when compared to the previous year -- up nine percent. Although travel for sightseeing, outdoor recreation and entertainment purposes lagged, travel to visit friends and relatives gained enough to boost total pleasure travel two percent over 1986 (Tables 1B and 1E).

The larger travel parties of pleasure travelers are related to their greater incidence of taking children along. Only four

percent of those on business/convention trips were children under 18 years old, while 16 percent of the pleasure travelers were children (Tables 4D and 5D).

As might be expected, business/convention travelers are more likely to be traveling alone than are pleasure travelers. In fact, lone travelers accounted for over twice the share of business/convention person-trips as pleasure person-trips (51 percent and 23 percent, respectively) (Tables 4D and 5D).

Business/convention travelers were less likely this quarter than in 1986 to combine vacation trips with the necessary business/convention travel. Nineteen percent of all business/convention person-trips were also considered, at least in part, to be vacations. During the second quarter of 1986, one-fourth (25 percent) of the business/convention person-trips were classified by respondents to be vacations as well. Predictably, the bulk of pleasure travel (80 percent) was for vacation purposes (Tables 4C and 5C).

The use of air travel by business/convention travelers in the second quarter rose from 33 percent in 1986 to 37 percent in 1987. Less than half that share (18 percent) of pleasure travelers flew to their destination. On the other hand, personal motor vehicles were decidedly more popular with pleasure travelers than business/convention travelers (76 percent vs. 58 percent) (Table 4A and 5A).

The shorter durations of business/convention travel are associated with stays in hotels and motels, while the longer durations of pleasure travel are much more likely to involve the use of non-commercial lodgings. The majority of business/convention travelers for the quarter showed a preference for hotels and motels (71 percent) - nearly the same share as a year ago. Although the importance of commercial lodgings to the pleasure travel market grew from 37 percent to 39 percent, the homes of friends and relatives remained the most frequently used overnight accommodation for these travelers (43 percent). Business/convention travelers were twice as likely as pleasure travelers to take a day-trip. Eleven percent of the business person-trips involved no overnight stay compared to just five percent of the pleasure person-trips (Tables 4B and 5B).

The South Atlantic Census region was the favored destination for both pleasure and business/convention travelers, hosting 22 percent and 20 percent, respectively. This region also generated 19 percent of the pleasure travel and 20 percent of the business/convention travel -- the largest shares of each. While the Mid-Atlantic was the second most important region of origin for business travelers (19 percent), the second largest share of pleasure travel was produced by the East North Central Census region (18 percent) (Tables 4F, 4G, 5F, and 5G).

As expected, business/convention travel is most often generated in large ADIs. Forty-one percent of all

business/convention person-trips originated in ADIs with populations of more than one million. For comparison, medium-sized ADIs, those with populations of more than 250,000 but less than one million, were most likely to have been the origin for pleasure travelers (48 percent) (Tables 4H and 5H).

Both types of travel were most often destined to large city areas. However, business/convention travelers were more likely to visit these areas. More than half (52 percent) of all business/convention travelers were drawn to A counties, compared to just over one-third (34 percent) of the pleasure travelers. While 44 percent of the business travelers visited the actual city within the A county, just one-fourth (24 percent) of the pleasure travelers did so (Tables 4H and 5H).

Vacation Travel

During the second quarter, 93 million vacation trips and 196 million vacation person-trips were logged. Vacation travel for April, May, and June fell by three percent on a trip basis, but larger travel party sizes resulted in person-trips rising by four percent above last year's level (Table 1B).

As indicated in the table below, vacation travel averaged shorter distances and durations, but involved larger travel parties than during the same period of 1986 (Tables 6A and 6B).

Table E: Characteristics of the Average Vacation Person-trip, Second Quarter, 1987 and 1986

	<u>1987</u>	<u>1986</u>
Persons per trip	2.11	1.97
Miles/person-trip*	900	960
Nights/person-trip	5.3	5.5

*Round-trip distance for domestic travel only

Like pleasure travel, vacation travel usually consists of larger travel parties than other types of travel. The increase in the average travel party size this quarter reflects the greater importance of family vacation travel to visit friends and relatives compared to last year. Forty percent of all vacation person-trips included children -- up six percentage points from 1986. Children under 18 years old accounted for 18 percent of all second quarter vacationers (Tables 6C and 6D).

There is considerable overlap between pleasure and vacation travel, as discussed previously. Eighty-nine percent of the vacation travelers reported pleasure travel as the purpose of the trip. Those who said that their vacation trip was for pleasure

purposes were somewhat more likely than a year ago to cite visiting friends and relatives as the reason behind the trip -- 42 percent vs. 38 percent. However, with a 47 percent share, sightseeing, outdoor recreation, and entertainment remained the primary motivators of vacation travel (Table 6C).

A substantial increase in the share of vacation travel which involved travel over a weekend was a significant development of the quarter and explains the shorter durations of this travel. Up from 49 percent a year ago, 54 percent of all second quarter 1987 vacation travel took place over a weekend -- partially reflecting the occurrence of Easter weekend during this quarter (Table 6C).

The dominant form of transportation used during the quarter by vacation travelers remained auto/truck/RV. While the proportion of vacationers traveling by auto/truck/RV rose one percentage point from the previous year to 78 percent, the share traveling by air fell from 19 percent in 1986 to 16 percent in 1987 (Table 6A).

The choice of lodging among vacationers changed little from the year prior. By a slight margin, vacationers most often chose to stay in the homes of friends and relatives, 43 percent. The second most popular choice, commercial lodgings, accounted for a 41 percent share (Table 6B).

The South Atlantic Census region (20 percent) was the top ranking producer of second quarter vacation travel. The East North Central (17 percent) and Pacific (16 percent) followed. Similar to a year ago, the medium sized ADIs (with populations between 250,000 and one million) generated the largest share of vacation travel with 44 percent (Tables 6G and 6H).

As a destination for vacation travelers, the South Atlantic Census region led the other regions by a wide margin. Twenty-three percent of all those vacationing visited the region. Vacation travel was most often destined to large city areas or A Counties, 36 percent. One-fourth (25 percent) of those vacationing visited the city within the A County. (Table 6H).

Weekend Travel

The trend for Americans to travel over a weekend strengthened in the second quarter. Boosted by the occurrence of Easter, nine percent more weekend trips were taken during the second quarter of 1987 than during the same period of 1986. Because of an increase in travel party size, person-trips grew by an even greater margin -- 17 percent. Altogether, 69 million weekend trips and 147 million weekend person-trips were recorded during the quarter.

Table F: Characteristics of the Average Weekend
Person-trip, Second Quarter, 1987 and 1986

	<u>1987</u>	<u>1986</u>
Persons per trip	2.13	1.99
Miles/person-trip*	600	680
Nights/person-trip	2.6	2.6

*Round-trip distance for domestic travel only.

As indicated by Table F, weekend travel characteristics varied in terms of round-trip distance and travel party size from a year earlier. Although weekend travel generally averages shorter distances than the other types of travel examined in this report, second quarter 1987 weekend travel averaged 80 miles less than a year ago -- 600 round-trip miles. Larger travel parties among weekend travelers was also evident this quarter (Tables 7A and 7B).

Although the shorter average distances would suggest that weekend travelers opted for more auto/truck/RV travel instead of air, the survey results do not corroborate this. Similar to second quarter 1986 results, 83 percent of the weekend travelers were transported via personal motor vehicles, while ten percent flew to their destinations (Table 7A).

Similar to 1986, 81 percent of the weekend person-trips were motivated by pleasure purposes, while business/convention reasons accounted for ten percent. However, in terms of weekend pleasure travel, the balance between visiting friends and relatives and "other pleasure" activities shifted slightly. Weekend travelers visiting friends and relatives comprised the largest proportion with 41 percent (vs. 39 percent in 1986). Sightseeing, outdoor recreation, and entertainment purposes ranked a very close second with 40 percent (vs. 43 percent last year) (Table 7C).

Nearly three-fourths (72 percent) of the weekend travelers considered their trip to be a vacation -- relatively unchanged from a year ago (Table 7C).

As would be expected from the increased visiting of friends and relatives, the homes of these people were used by a much greater share of weekend travelers than in 1986. In fact, half (50 percent) of all weekend travelers spent nights away from home in these accommodations -- compared to 45 percent in 1986. Consequently, the share staying in hotels and motels declined (Table 7B).

More weekend travelers (19 percent) visited the South Atlantic Census region than any other region. Large city areas (A Counties) received the largest share of weekend travelers (34 percent). One-in-four weekend person-trips was destined to the

actual city comprising the A counties (Tables 7F and 7H).

Three Census regions generated half of all weekend travel during the second quarter -- the South Atlantic (17 percent), Pacific (17 percent), and the East North Central (16 percent). Nearly one-in-two (49 percent) of all weekend travelers originated from medium-sized ADIs (those with populations between 250,000 and one million) (Tables 7F and 7H).

Hotel/Motel Lodging

Hotel/motel use was at nearly the same level as a year ago. Strong growth from the business travel sector proved insufficient to offset a shrinking "other pleasure" market. The result was a soft market for commercial lodging. Hotel/motel travel lost less than one percent on a trip basis, and gained less than one percent on a person-trip basis against 1986. In all, 71 million trips and 130 million person-trips taken during the second quarter involved spending at least one night in these accommodations (Table 1B).

Table G shows the characteristics of hotel/motel travel for the second quarters of 1987 and 1986. The average number of nights shown includes all nights on the trip and not just those nights actually spent in a hotel or motel. The actual stays in these lodgings averaged 3.2 nights per trip. The average round-trip domestic distance traveled by U.S. residents using hotel and motel lodgings increased slightly to 1,050 miles per trip. Concurrently, the average number of nights spent away from home by hotel/motel travel parties also rose from the second quarter of 1986 to 4.7 nights from 4.4 nights (Table 8A and 8B).

Table G: Characteristics of the Average Hotel/Motel Trip, Second Quarter, 1987 and 1986

	<u>1987</u>	<u>1986</u>
Persons per trip	1.83	1.79
Miles/trip*	1,050	1,020
Nights/trip**	4.7	4.4

*Round-trip distance for domestic travel only.

**Includes all nights spent away from home per trip.

Hotel/motel travel tends to cover more round-trip miles than other types of travel. During the second quarter of 1987, 28 percent of all travel involving hotel/motel stays was over 1,000 straight-line round-trip miles from home; the comparable figure for total travel is 23 percent (Tables 1C and 8A).

The largest share of hotel/motel guests had "other pleasure" purposes motivating their travel (44 percent). Business/convention travelers accounted for an additional 26 percent of all overnight hotel/motel users (Table 8C).

Forty-two percent of the person-trips which used these accommodations were considered weekend person-trips. Vacationers accounted for 62 percent of all hotel/motel person-trips (Table 8C).

Over one-half (52 percent) of all hotel/motel trips were taken by a lone traveler. Only 14 percent of the hotel/motel trips included children, who accounted for 12 percent of the guests (Table 8D and 8E).

More than one-in-five (22 percent) of the second quarter's travelers who spent nights in a hotel or motel visited the South Atlantic Census region. The Pacific Census region followed as the second most popular destination of hotel/motel travelers, garnering a 14 percent share (Table 8F).

The East North Central (19 percent) and South Atlantic (18 percent) were the major sources of hotel/motel person-trips in the second quarter of 1987 (Table 8G).

Visitors to large urban areas comprised the largest share of hotel/motel users, 41 percent. Thirty-five percent of the users actually visited the city itself. As could be expected, the shares of hotel/motel users who visited the more rural sections of the country (C and D Counties) were the smallest with 15 percent each (Table 8H).

Medium-sized ADIs were most likely to originate hotel/motel travelers, 43 percent. The second largest share of hotel/motel travelers was from large ADIs, 37 percent (Table 8H).

U.S. Travel for the Year-to-Date

By the end of the second quarter of 1987, 59 percent of all U.S. adults had taken one or more trips of at least 100 miles away from home. A monthly average of 39 million adults traveled during each month of the first six months of 1987. These travelers accounted for a total of 266 million trips and 491 million person-trips.

Table 9A shows the monthly average number of U. S. adults traveling away from home. Table 9B indicates the total number of trips and person-trips by purpose of the trip, transportation mode, vacation, weekend, and hotel/motel travel during the first and second quarters of 1987, and for the year-to-date.

It is clear from Table 9A that nearly twice as many American adults traveled during the second quarter as had traveled during

the first quarter. Trips and person-trips rose accordingly from the first quarter, revealing the seasonality of travel. Vacation travel and travel for sightseeing, outdoor recreation, and entertainment were the most seasonal, growing by 85 percent and 76 percent from the first quarter. The least seasonal sectors of travel were air and business/convention which rose 30 percent and 38 percent, respectively.

Travel for the year-to-date rose substantially above 1986 levels. While the number of trips gained two percent, larger travel parties resulted in a five percent increase in person-trips above year earlier levels. Weekend travel was particularly strong and posted a 17 percent increase over 1986 year-to-date. Use of hotels and motels while on a trip also climbed. Thirteen percent more person-trips than during 1986 involved nights spent in these accommodations. Travel for business/convention and "other pleasure" purposes (i.e. sightseeing, outdoor recreation, entertainment) gained eight percent and seven percent, respectively.

Vacation travel and travel using air transportation were soft during the first half of 1987. Vacation travel posted less than a two percent increase over 1986, while air travel posted just slightly more than a one percent increase on a person-trip basis.

The 1986 and 1987 quarterly travel data for visiting friends and relatives clearly shows the influence of the Easter holiday on this type of travel. With the shift of Easter from the first quarter in 1986 to the second quarter in 1987, there were corresponding swings in travel to visit friends and relatives. However, the net effect on this segment of travel year-to-date was negligible (less than one percent growth).

APPENDICES



APPENDIX A

TABLES OF RESULTS

Table 1A: Monthly Average Number and Percent of U.S. Adults Taking Trips, by Major Trip Characteristics, Second Quarter, 1987 and 1986.

<u>Trip Characteristics</u>	<u>U.S. Adults (Millions)</u>		<u>Percent of U.S. Adults</u>	
	<u>1987</u>	<u>1986</u>	<u>1987</u>	<u>1986</u>
Total Population	177.6	175.8	100%	100%
Took one or more trips	50.4	46.6	28	27
Purpose of trip				
Visit friends/relatives	17.1	16.0	10	9
Other pleasure	18.9	18.1	11	10
Business/convention	7.5	6.6	4	4
Mode of transport				
Auto/truck/RV	35.1	32.6	20	19
Air	9.3	8.6	5	5
Vacation trip	30.1	28.7	17	16
Weekend trip	21.1	18.5	12	11
Type of Lodging				
Hotel/motel	23.2	21.4	13	12

Source: US Travel Data Center

Table 1B: Number of Trips and Person-trips by Major Trip Characteristics, Second Quarter, 1987 and 1986.

<u>Trip Characteristics</u>	<u>Trips (Millions)</u>		<u>Person-trips (Millions)</u>	
	<u>1987</u>	<u>1986</u>	<u>1987</u>	<u>1986</u>
All trips	155.6	155.9	296.3	283.9
Purpose of trip				
Visit friends/relatives	51.6	50.0	107.4	97.5
Other pleasure	58.3	64.4	118.2	123.4
Business/convention	36.6	33.9	51.4	47.2
Mode of transport				
Auto/truck/RV	110.0	109.5	223.3	212.2
Air	38.2	37.8	58.5	58.5
Vacation trip	92.6	95.5	195.5	187.7
Weekend trip	68.9	63.0	146.8	125.0
Type of Lodging				
Hotel/motel	71.1	71.7	129.8	128.6

Source: US Travel Data Center

Table 1C: Percent Distribution of TOTAL Trips and Person-trips
by Round-trip Distance and Mode of Transport,
Second Quarter, 1987 and 1986

<u>Trip Distance</u> ¹	<u>Percent of Trips</u>		<u>Percent of Person-trips</u>	
	<u>1987</u>	<u>1986</u>	<u>1987</u>	<u>1986</u>
200-299 miles	20%	23%	23%	23%
300-399 miles	18	14	19	16
400-599 miles	15	16	16	16
600-999 miles	15	14	14	15
1,000-1,999 miles	13	16	12	14
2,000 miles or more	14	12	11	11
Outside U.S.	<u>4</u>	<u>5</u>	<u>4</u>	<u>6</u>
Total	100%	100	100%	100%
Average distance (miles) ¹	970	940	900	900

Mode of Transportation

Auto/truck/RV	71%	70%	75%	75%
Airplane	25	24	20	21
Bus	2	2	2	2
Train	1	1	1	1
Other	<u>1</u>	<u>2</u>	<u>2</u>	<u>1</u>
Total	100%	100%	100%	100%

Note: Details may not add to totals due to rounding.

Source: US Travel Data Center

¹Round-trip straight-line distance for domestic travel only.

Base: Second Quarter, 1987 - 155.6 million trips,
296.3 million person-trips;
Second Quarter, 1986 - 155.9 million trips,
283.9 million person-trips.

Table 1D: Percent Distribution of TOTAL Trips and Person-trips
by Duration of Trip and Type of Lodging, Second Quarter,
1987 and 1986

<u>Trip Duration</u>	<u>Percent of Trips</u>		<u>Percent of Person-trips</u>	
	<u>1987</u>	<u>1986</u>	<u>1987</u>	<u>1986</u>
No nights	8%	10%	6%	8%
One night	15	13	14	11
2 to 3 nights	39	39	41	41
4 to 9 nights	25	26	26	27
10 nights or more	<u>13</u>	<u>13</u>	<u>12</u>	<u>12</u>
Total	100%	100%	100%	100%
Average duration (nights)	4.9	4.9	4.8	4.9

Type of Lodging

Home of friends/relatives	38%	35%	40%	38%
Hotel/motel/motor hotel	46	46	44	45
Rented cabin/condo./ vacation home	3	3	4	3
Owned cabin/condo./ vacation home	3	4	4	4
Camper/RV/tent	6	5	7	6
Other	2	3	1	2
No nights	8	10	6	8

Note: Details may not add to 100% due to rounding or multiple responses.

Source: US Travel Data Center

Base: Second Quarter, 1987 - 155.6 million trips,
296.3 million person-trips;
Second Quarter, 1986 - 155.9 million trips,
283.9 million person-trips.

Table 1E: Percent Distribution of TOTAL Trips and Person-trips
by Purpose and Type of Trip, Second Quarter, 1987 and 1986

<u>Purpose of Trip</u>	<u>Percent of Trips</u>		<u>Percent of Person-trips</u>	
	<u>1987</u>	<u>1986</u>	<u>1987</u>	<u>1986</u>
Visit friends/relatives	33%	32%	36%	34%
Other pleasure	37	42	40	44
Business/convention	24	22	17	17
Other	<u>6</u>	<u>5</u>	<u>7</u>	<u>5</u>
Total	100%	100%	100%	100%
<u>Vacation or Other Trip</u>				
Vacation trip	60%	61%	66%	66%
Not a Vacation trip	<u>40</u>	<u>39</u>	<u>34</u>	<u>34</u>
Total	100%	100%	100%	100%
<u>Weekend or Other Trip</u>				
Weekend trip	44%	40%	50%	44%
Not a weekend trip	<u>56</u>	<u>60</u>	<u>50</u>	<u>56</u>
Total	100%	100%	100%	100%

Note: Details may not add to totals due to rounding.

Source: US Travel Data Center

Base: Second Quarter, 1987 - 155.6 million trips,
296.3 million person-trips;
Second Quarter, 1986 - 155.9 million trips,
283.9 million person-trip.

**Table 1F: Percent Distribution of TOTAL Trips and Person-trips
by Travel Party Size and Structure, Second Quarter,
1987 and 1986**

<u>Travel Party Size</u>	<u>Percent of Trips</u>		<u>Percent of Person-trips</u>	
	<u>1987</u>	<u>1986</u>	<u>1987</u>	<u>1986</u>
One	50%	55%	26%	34%
Two	30	28	31	31
Three	8	8	12	14
Four	6	5	12	6
Five or more	<u>6</u>	<u>4</u>	<u>18</u>	<u>9</u>
Total	100%	100%	100%	100%
<u>Travel Party Structure</u>				
One adult without children	50%	55%	26%	34%
Two or more adults, without children	33	30	40	35
One adult with children	4	3	5	5
Two or more adults with children	<u>12</u>	<u>12</u>	<u>28</u>	<u>26</u>
Total	100%	100%	100%	100%

Note: Details may not to totals due to rounding.

Source: US Travel Data Center

Base: Second Quarter, 1987 - 155.6 million trips,
296.3 million person-trips;
Second Quarter, 1986 - 155.9 million trips,
283.9 million person-trips.

Table 1G: Percent Distribution of TOTAL Trips and Person-trips
by Family Income and Age, Second Quarter, 1987 and 1986

<u>Family Income²</u>	<u>Percent of Trips</u>		<u>Percent of Person-trips</u>	
	<u>1987</u>	<u>1986</u>	<u>1987</u>	<u>1986</u>
Less than \$10,000	7%	7%	7%	6%
\$10,000-\$19,999	18	15	17	15
\$20,000-\$29,999	21	18	22	18
\$30,000-\$39,999	17	18	19	20
\$40,000 or more	29	29	28	28
Refused	<u>8</u>	<u>13</u>	<u>7</u>	<u>12</u>
Total	100%	100%	100%	100%

<u>Age¹</u>	<u>Percent of Person-trips</u>	
	<u>1987</u>	<u>1986</u>
Less than 18 years ²	14%	12%
18-24 years	13	12
25-34 years	23	24
35-44 years	18	18
45-54 years	14	13
55-64 years	11	11
65 years or older	<u>7</u>	<u>10</u>
Total	100%	100%

Source: US Travel Data Center

¹ This is the age of each traveler on the trip and, therefore, is appropriate on the person-trip level only.

² Does not include those under 18 traveling alone.

Base: Second Quarter, 1987 - 155.6 million trips,
296.3 million person-trips;
Second Quarter, 1986 - 155.9 million trips,
283.9 million person-trips.

Table 1H: Percent Distribution of TOTAL Trips and Person-trips
by Destination Region, Second Quarter, 1987 and 1986

<u>Destination Region</u>	<u>Percent of Trips</u>		<u>Percent of Person-trips</u>	
	<u>1987</u>	<u>1986</u>	<u>1987</u>	<u>1986</u>
New England	3%	4%	3%	3%
Mid-Atlantic	10	8	9	8
South Atlantic	21	20	21	22
East South Central	7	5	8	6
West South Central	10	11	10	11
East North Central	12	14	12	14
West North Central	8	10	9	10
Mountain	8	7	8	6
Pacific	16	14	16	13
Outside U.S.	<u>4</u>	<u>5</u>	<u>4</u>	<u>6</u>
Total	100%	100%	100%	100%

Note: Details may not add to totals due to rounding.

Source: US Travel Data Center

Base: Second Quarter, 1987 - 155.6 million trips,
296.3 million person-trips;
Second Quarter, 1986 - 155.9 million trips,
283.9 million person-trips.

Table 11: Percent Distribution of TOTAL Trips and Person-trips
by Region of Trip Origin, Second Quarter, 1987 and 1986

<u>Origin Region</u>	<u>Percent of Trips</u>		<u>Percent of Person-trips</u>	
	<u>1987</u>	<u>1986</u>	<u>1987</u>	<u>1986</u>
New England	4%	4%	4%	3%
Mid-Atlantic	16	13	14	13
South Atlantic	17	15	18	17
East South Central	9	6	9	6
West South Central	10	11	9	12
East North Central	15	21	18	23
West North Central	10	10	9	9
Mountain	5	5	4	5
Pacific	<u>14</u>	<u>13</u>	<u>15</u>	<u>12</u>
Total	100%	100%	100%	100%

Note: Details may not add to totals due to rounding.

Source: US Travel Data Center

Base: Second Quarter, 1987 - 155.6 million trips,
296.3 million person-trips;
Second Quarter, 1986 - 155.9 million trips,
283.9 million person-trips.

Table 1J: Percent Distribution of TOTAL Trips and Person-trips
by ADI of Origin and Area of Destination, Second Quarter,
1987 and 1986

	Percent of Trips		Percent of Person-trips	
	1987	1986	1987	1986
<u>ADI of Origin**</u>				
Over 1,000,000	36%	40%	34%	38%
250,000 to 999,999	43	41	45	41
50,000 to 249,999	21	18	20	20
Less than 50,000	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>
Total	100%	100%	100%	100%
<u>Area of Destination</u>				
A County	40%	42%	37%	40%
Within Major City	31	33	27	31
B County	24	25	23	25
C County	16	13	18	14
D County	15	14	17	15
Outside the U.S.	<u>4</u>	<u>5</u>	<u>4</u>	<u>6</u>
Total	100%	100%	100%	100%

Note: Details may not add to totals due to rounding.

Source: US Travel Data Center

**As defined by Arbitron Ratings Company - see Glossary of Terms

Base: Second Quarter, 1987 - 155.6 million trips,
296.3 million person-trips;
Second Quarter, 1986 - 155.9 million trips,
283.9 million person-trips.

Table 2A: Percent Distribution of AIR Trips and Person-trips
by Round-trip Distance, Second Quarter, 1987

<u>Trip Distance</u> ¹	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
200-299 miles	1%	1%
300-399 miles	3	2
400-599 miles	10	7
600-999 miles	15	14
1,000-1,999 miles	21	23
2,000 miles or more	40	40
Outside U.S.	<u>10</u>	<u>13</u>
Total	100%	100%
Average distance ¹	2,070 miles	2,130 miles

Note: Details may not add to totals due to rounding.

Source: US Travel Data Center

¹ Round-trip straight-line distance for domestic travel only.

Base: 38.2 million air trips,
58.5 million air person-trips.

Table 2B: Percent Distribution of AIR Trips and Person-trips
by Duration of Trip and Type of Lodging, Second Quarter, 1987

<u>Trip Duration</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
No nights	6%	5%
One night	12	10
2 to 3 nights	29	27
4 to 9 nights	32	36
10 nights or more	<u>20</u>	<u>23</u>
Total	100%	100%
Average duration	6.4 nights	7.0 nights
<u>Type of Lodging</u>		
Home of friends/relatives	32%	34%
Hotel/motel/motor hotel	59	59
Rented cabin/condo./ vacation home	3	4
Owned cabin/condo./ vacation home	1	1
Camper/RV/tent	1	2
Other	4	4
No nights	6	5

Note: Details may not add to totals due to rounding or multiple responses.

Source: US Travel Data Center

Base: 38.2 million air trips,
58.5 million air person-trips.

Table 2C: Percent Distribution of AIR Trips and Person-trips
by Purpose and Type of Trip, Second Quarter, 1987

<u>Purpose of Trip</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
Visit friends/relatives	25%	26%
Other pleasure	33	39
Business/convention	35	29
Other	<u>6</u>	<u>6</u>
Total	100%	100%
<u>Vacation or Other Trip</u>		
Vacation trip	59%	55%
Not a Vacation trip	<u>51</u>	<u>45</u>
Total	100%	100%
<u>Weekend or Other Trip</u>		
Weekend trip	25%	25%
Not a weekend trip	<u>75</u>	<u>75</u>
Total	100%	100%

Note: Details may not add to 100% due to rounding or multiple responses.

Source: US Travel Data Center

Base: 38.2 million air trips,
58.5 million air person-trips.

Table 2D: Percent Distribution of AIR Trips and Person-trips
by Travel Party Size and Structure, Second Quarter, 1987

<u>Travel Party Size</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
One	62%	40%
Two	31	40
Three	3	7
Four	2	5
Five or more	<u>3</u>	<u>8</u>
Total	100%	100%
<u>Travel Party Structure</u>		
One adult without children	62%	40%
Two or more adults, without children	33	44
One adult with children	2	5
Two or more adults with children	<u>3</u>	<u>10</u>
Total	100%	100%

Note: Details may not add totals due to rounding.

Source: US Travel Data Center

Base: 38.2 million air trips,
58.5 million air person-trips.

Table 2E: Percent Distribution of AIR Trips and Person-trips
by Family Income and Age, Second Quarter, 1987

<u>Family Income</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
Less than \$10,000	3%	3%
\$10,000-\$19,999	12	11
\$20,000-\$29,999	11	11
\$30,000-\$39,999	19	21
\$40,000 or more	43	45
Not reported	<u>12</u>	<u>9</u>
Total	100%	100%

	<u>Percent of Person-trips</u>
<u>Age 1</u>	
Less than 18 years 2	8%
18-24 years	11
25-34 years	20
35-44 years	25
45-54 years	16
55-64 years	10
65 years or older	<u>10</u>
Total	100%

Note: Details may not add to totals due to rounding.
Source: US Travel Data Center

1 This is the age of each traveler on the trip and, therefore, is appropriate on the person-trip level only.

2 Does not include those under 18 traveling alone.

Base: 38.2 million air trips,
58.5 million air person-trips.

Table 2F: Percent Distribution of AIR Trips and Person-trips
by Destination Region, Second Quarter, 1987

<u>Destination Region</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
New England	4%	3%
Mid-Atlantic	8	7
South Atlantic	16	17
East South Central	3	3
West South Central	7	6
East North Central	9	9
West North Central	4	3
Mountain	15	16
Pacific	23	22
Outside U.S.	<u>10</u>	<u>13</u>
Total	100%	100%

Note: Details may not add to totals due to rounding.

Source: US Travel Data Center

Base: 38.2 million air trips,
58.5 million air person-trips.

Table 2G: Percent Distribution of AIR Trips and Person-trips
by Region of Trip Origin, Second Quarter, 1987

<u>Origin Region</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
New England	4%	5%
Mid-Atlantic	17	19
South Atlantic	18	17
East South Central	7	9
West South Central	8	7
East North Central	14	15
West North Central	8	7
Mountain	9	8
Pacific	<u>14</u>	<u>14</u>
Total	100%	100%

Note: Details may not add to totals due to rounding.

Source: US Travel Data Center

Base: 38.2 million air trips,
58.5 million air person-trips.

Table 2H: Percent Distribution of AIR Trips and Person-trips
by ADI of Origin and Area of Destination, Second Quarter,
1987

<u>ADI of Origin**</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
Over 1,000,000	43%	39%
250,000 to 999,999	36	41
50,000 to 249,999	20	19
Less than 50,000	<u>*</u>	<u>*</u>
Total	100%	100%
<u>Area of Destination</u>		
A County	58%	55%
Within Major City	48	44
B County	16	15
C County	7	9
D County	9	9
Outside the U.S.	<u>10</u>	<u>13</u>
Total	100%	100%

*Less than 0.5 percent.

Note: Details may not add to totals due to rounding.

Source: US Travel Data Center

**As defined by Arbitron Ratings Company - see Glossary of Terms

Base: 38.2 million air trips,
58.5 million air person-trips;

Table 3A: Percent Distribution of AUTO/TRUCK/RV Trips and Person-trips by Round-trip Distance, Second Quarter, 1987

<u>Trip Distance</u> ¹	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
200-299 miles	28%	30%
300-399 miles	24	23
400-599 miles	18	17
600-999 miles	15	14
1,000-1,999 miles	8	9
2,000 miles or more	5	4
Outside U.S.	<u>2</u>	<u>2</u>
Total	100%	100%
Average distance ¹	620 miles	610 miles

Note: Details may not add to totals due to rounding.

Source: US Travel Data Center

¹ Round-trip straight-line distance for domestic travel only.

Base: 110.0 million auto/truck/RV trips,
223.3 million auto/truck/RV person-trips.

Table 3B: Percent Distribution of AUTO/TRUCK/RV Trips and Person-trips by Duration of Trip and Type of Lodging, Second Quarter, 1987

<u>Trip Duration</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
No nights	9%	7%
One night	16	16
2 to 3 nights	43	44
4 to 9 nights	22	24
10 nights or more	<u>10</u>	<u>10</u>
Total	100%	100%
Average duration	4.4 nights	4.3 nights
<u>Type of Lodging</u>		
Home of friends/relatives	40%	41%
Hotel/motel/motor hotel	41	41
Rented cabin/condo./ vacation home	3	4
Owned cabin/condo./ vacation home	4	5
Camper/RV/tent	8	8
Other	1	1
No nights	9	7

Note: Details may not add to totals due to rounding or multiple responses.

Source: US Travel Data Center

Base: 110.0 million auto/truck/RV trips,
223.3 million auto/truck/RV person-trips.

Table 3C: Percent Distribution of AUTO/TRUCK/RV Trips and Person-trips by Purpose and Type of Trip, Second Quarter, 1987

<u>Purpose of Trip</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
Visit friends/relatives	34%	38%
Other pleasure	37	40
Business/convention	18	13
Other	<u>11</u>	<u>10</u>
Total	100%	100%
<u>Vacation or Other Trip</u>		
Vacation trip	62%	68%
Not a Vacation trip	<u>38</u>	<u>32</u>
Total	100%	100%
<u>Weekend or Other Trip</u>		
Weekend trip	50%	55%
Not a weekend trip	<u>50</u>	<u>45</u>
Total	100%	100%

Note: Details may not add to 100% due to rounding or multiple responses.

Source: US Travel Data Center

Base: 110.0 million auto/truck/RV trips,
223.3 million auto/truck/RV person-trips.

Table 3D: Percent Distribution of AUTO/TRUCK/RV Trips and Person-trips by Travel Party Size and Structure, Second Quarter, 1987

<u>Travel Party Size</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
One	46%	23%
Two	30	29
Three	9	14
Four	7	15
Five or more	<u>7</u>	<u>19</u>
Total	100%	100%
 <u>Travel Party Structure</u>		
One adult without children	46%	23%
Two or more adults, without children	35	40
One adult with children	4	4
Two or more adults with children	<u>15</u>	<u>32</u>
Total	100%	100%

Note: Details may not add to totals due to rounding.

Source: US Travel Data Center

Base: 110.0 million auto/truck/RV trips,
223.3 million auto/truck/RV person-trips.

Table 3E: Percent Distribution of AUTO/TRUCK/RV Trips and Person-trips by Family Income and Age, Second Quarter, 1987

<u>Family Income</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
Less than \$10,000	8%	7%
\$10,000-\$19,999	19	18
\$20,000-\$29,999	24	25
\$30,000-\$39,999	16	18
\$40,000 or more	24	23
Not reported	<u>9</u>	<u>9</u>
Total	100%	100%

<u>Age</u> ¹	<u>Percent of Person-trips</u>
Less than 18 years ²	15%
18-24 years	13
25-34 years	24
35-44 years	16
45-54 years	14
55-64 years	11
65 years or older	<u>7</u>
Total	100%

Note: Details may not add to totals due to rounding.

Source: US Travel Data Center

¹ This is the age of each traveler on the trip and, therefore, is appropriate on the person-trip level only.

² Does not include those under 18 traveling alone.

Base: 110.0 million auto/truck/RV trips,
223.3 million auto/truck/RV person-trips.

Table 3F: Percent Distribution of AUTO/TRUCK/RV Trips and Person-trips by Destination Region, Second Quarter, 1987

<u>Destination Region</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
New England	3%	3%
Mid-Atlantic	11	9
South Atlantic	22	23
East South Central	8	9
West South Central	11	11
East North Central	12	12
West North Central	10	11
Mountain	7	6
Pacific	13	13
Outside U.S.	<u>2</u>	<u>2</u>
Total	100%	100%

Note: Details may not add to totals due to rounding.

Source: US Travel Data Center

Base: 2.0 million auto/truck/RV trips,
23.3 million auto/truck/RV person-trips.

Table 3G: Percent Distribution of AUTO/TRUCK/RV Trips and Person-trips by Region of Trip Origin, Second Quarter, 1987

<u>Origin Region</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
New England	4%	3%
Mid-Atlantic	14	13
South Atlantic	17	18
East South Central	10	9
West South Central	11	11
East North Central	15	18
West North Central	10	10
Mountain	4	4
Pacific	<u>14</u>	<u>14</u>
Total	100%	100%

Note: Details may not add to totals due to rounding.

Source: US Travel Data Center

Base: 110.0 million auto/truck/RV trips,
223.3 million auto/truck/RV person-trips.

Table 3H: Percent Distribution of AUTO/TRUCK/RV Trips and Person-trips by ADI of Origin and Area of Destination, Second Quarter, 1987

<u>ADI of Origin*</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
Over 1,000,000	32%	32%
250,000 to 999,999	45	46
50,000 to 249,999	21	21
Less than 50,000	<u>1</u>	<u>1</u>
Total	100%	100%
<u>Area of Destination</u>		
A County	34%	31%
Within Major City	24	21
B County	27	26
C County	19	21
D County	17	19
Outside the U.S.	<u>2</u>	<u>2</u>
Total	100%	100%

Note: Details may not add to totals due to rounding.

Source: US Travel Data Center

*As defined by Arbitron Ratings Company - see Glossary of Terms

Base: 110.0 million auto/truck/RV trips,
223.3 million auto/truck/RV person-trips.

Table 4A: Percent Distribution of BUSINESS/CONVENTION Trips and Person-trips by Round-trip Distance, and Mode of Transport, Second Quarter, 1987

<u>Trip Distance</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
200-299 miles	12%	11%
300-399 miles	18	21
400-599 miles	18	16
600-999 miles	13	11
1,000-1,999 miles	15	20
2,000 miles or more	21	18
Outside U.S.	<u>3</u>	<u>4</u>
Total	100%	100%
Average distance	1,200 miles	1,190 miles

Mode of Transportation

Auto/truck/RV	55%	58%
Airplane	41	37
Bus	1	1
Train	2	1
Other	<u>1</u>	<u>1</u>
Total	100	100

Note: Details may not add to totals due to rounding.
Source: US Travel Data Center

Round-trip straight-line distance for domestic travel only.

Base: 36.6 million business/convention trips,
51.4 million business/convention person-trips.

Table 4B: Percent Distribution of BUSINESS/CONVENTION Trips and Person-trips by Duration of Trip and Type of Lodging, Second Quarter, 1987

<u>Trip Duration</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
No nights	13%	11%
One night	21	21
2 to 3 nights	32	34
4 to 9 nights	24	23
10 nights or more	<u>9</u>	<u>11</u>
Total	100%	100%
Average duration	4.4 nights	4.5 nights
<u>Type of Lodging</u>		
Home of friends/relatives	17%	22%
Hotel/motel/motor hotel	70	71
Rented cabin/condo./ vacation home	*	1
Owned cabin/condo./ vacation home	*	*
Camper/RV/tent	1	2
Other	2	3
No nights	13	11

*Less than 0.5 percent.

Note: Details may not add to totals due to rounding or multiple responses.

Source: US Travel Data Center

Base: 36.6 million business/convention trips,
51.4 million business/convention person-trips.

Table 4C: Percent Distribution of BUSINESS/CONVENTION Trips and Person-trips by Type of Trip, Second Quarter, 1987

	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
<u>Vacation or Other Trip</u>		
Vacation trip	16%	19%
Not a Vacation trip	<u>84</u>	<u>81</u>
Total	100%	100%
<u>Weekend or Other Trip</u>		
Weekend trip	22%	27%
Not a Weekend trip	<u>78</u>	<u>73</u>
Total	100%	100%

Note: Details may not add to 100% due to rounding.

Source: US Travel Data Center

Base: 36.6 million business/convention trips,
51.4 million business/convention person-trips.

Table 4D: Percent Distribution of BUSINESS/CONVENTION Trips and Person-trips by Travel Party Size and Structure, Second Quarter, 1987

<u>Travel Party Size</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
One	72%	51%
Two	22	31
Three	3	7
Four	1	2
Five or more	<u>2</u>	<u>9</u>
Total	100%	100%
<u>Travel Party Structure</u>		
One adult without children	72%	51%
Two or more adults, without children	23	35
One adult with children	1	1
Two or more adults with children	<u>3</u>	<u>12</u>
Total	100%	100%

Note: Details may not add to totals due to rounding.

Source: US Travel Data Center

Base: 36.6 million business/convention trips,
51.4 million business/convention person-trips.

Table 4E: Percent Distribution of BUSINESS/CONVENTION Trips and Person-trips by Family Income and Age, Second Quarter, 1987

<u>Family Income</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
Less than \$10,000	1%	*%
\$10,000-\$19,999	13	18
\$20,000-\$29,999	14	15
\$30,000-\$39,999	21	18
\$40,000 or more	43	41
Not reported	<u>8</u>	<u>9</u>
Total	100%	100%

<u>Age</u> ¹	<u>Percent of Person-trips</u>
Less than 18 years ²	4%
18-24 years	9
25-34 years	29
35-44 years	27
45-54 years	16
55-64 years	10
65 years or older	<u>4</u>
Total	100%

*Less than 0.5 percent.

Note: Details may not add to totals due to rounding.

Source: US Travel Data Center

¹This is the age of each traveler on the trip and, therefore, is appropriate on the person-trip level only.

²Does not include those under 18 traveling alone.

Base: 36.6 million business/convention trips,
51.4 million business/convention person-trips.

Table 4F: Percent Distribution of BUSINESS/CONVENTION Trips and Person-trips by Destination Region, Second Quarter, 1987

<u>Destination Region</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
New England	2%	2%
Mid-Atlantic	11	12
South Atlantic	20	20
East South Central	4	5
West South Central	12	10
East North Central	10	9
West North Central	9	8
Mountain	11	13
Pacific	17	17
Outside U.S.	<u>3</u>	<u>4</u>
Total	100%	100%

Note: Details may not add to totals due to rounding.

Source: US Travel Data Center

Base: 36.6 million business/convention trips,
51.4 million business/convention person-trips.

Table 4G: Percent Distribution of BUSINESS/CONVENTION Trips and Person-trips by Region of Trip Origin, Second Quarter, 1987

<u>Origin Region</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
New England	3%	3%
Mid-Atlantic	20	19
South Atlantic	18	20
East South Central	7	6
West South Central	12	11
East North Central	12	15
West North Central	8	7
Mountain	8	7
Pacific	<u>12</u>	<u>13</u>
Total	100%	100%

Note: Details may not add to totals due to rounding.

Source: US Travel Data Center

Base: 36.6 million business/convention trips,
51.4 million business/convention person-trips.

Table 4H: Percent Distribution of BUSINESS/CONVENTION Trips and Person-trips by ADI of Origin and Area of Destination, Second Quarter, 1987

<u>ADI of Origin**</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
Over 1,000,000	44%	41%
250,000 to 999,999	32	34
50,000 to 249,999	24	25
Less than 50,000	*	*
Total	100%	100%
<u>Area of Destination</u>		
A County	58%	52%
Within Major City	50	44
B County	22	24
C County	6	9
D County	12	12
Outside the U.S.	<u>3</u>	<u>4</u>
Total	100%	100%

*Less than 0.5 percent.

Note: Details may not add to totals due to rounding.

Source: US Travel Data Center

**As defined by Arbitron Ratings Company - see Glossary of Terms

Base: 36.6 million business/convention trips,
51.4 million business/convention person-trips.

Table 5A: Percent Distribution of PLEASURE Trips and Person-trips by Round-trip Distance, and Mode of Transport, Second Quarter, 1987

<u>Trip Distance</u> ¹	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
200-299 miles	21%	24%
300-399 miles	19	18
400-599 miles	16	15
600-999 miles	16	14
1,000-1,999 miles	11	11
2,000 miles or more	12	11
Outside U.S.	<u>5</u>	<u>6</u>
Total	100%	100%
Average distance ¹	960 miles	890 miles

Mode of Transportation

Auto/truck/RV	73%	76%
Airplane	22	18
Bus	3	3
Train	*	*
Other	<u>2</u>	<u>2</u>
Total	100%	100%

*Less than 0.5 percent.

Note: Details may not add to totals due to rounding.

Source: US Travel Data Center

¹ Round-trip straight-line distance for domestic travel only.

Base: 109.9 million pleasure trips,
225.6 million pleasure person-trips.

Table 5B: Percent Distribution of PLEASURE Trips and Person-trips
by Duration of Trip and Type of Lodging, Second Quarter, 1987

<u>Trip Duration</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
No nights	6%	5%
One night	12	13
2 to 3 nights	40	41
4 to 9 nights	28	29
10 nights or more	<u>14</u>	<u>13</u>
Total	100%	100%
Average duration	5.2 nights	5.0 nights
<u>Type of Lodging</u>		
Home of friends/relatives	44%	43%
Hotel/motel/motor hotel	41	39
Rented cabin/condo./ vacation home	4	5
Owned cabin/condo./ vacation home	4	5
Camper/RV/tent	8	8
Other	2	1
No nights	6	5

Note: Details may not add to totals due to rounding or multiple responses.

Source: US Travel Data Center

Base: 109.9 million pleasure trips,
225.6 million pleasure person-trips.

Table 5C: Percent Distribution of PLEASURE Trips and Person-trips
by Type of Trip, Second Quarter, 1987

	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
<u>Vacation or Other Trip</u>		
Vacation trip	77%	80%
Not a Vacation trip	<u>23</u>	<u>20</u>
Total	100%	100%
<u>Weekend or Other Trip</u>		
Weekend trip	49%	53%
Not a weekend trip	<u>51</u>	<u>47</u>
Total	100%	100%

Note: Details may not add to 100% due to rounding.

Source: US Travel Data Center

Base: 109.9 million pleasure trips,
225.6 million pleasure person-trips.

Table 5D: Percent Distribution of PLEASURE Trips and Person-trips
by Travel Party Size and Structure, Second Quarter, 1987

<u>Travel Party Size</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
One	45%	23%
Two	30	29
Three	10	14
Four	7	14
Five or more	<u>8</u>	<u>20</u>
Total	100%	100%
<u>Travel Party Structure</u>		
One adult without children	45%	23%
Two or more adults, without children	35	39
One adult with children	4	4
Two or more adults with children	<u>15</u>	<u>34</u>
Total	100%	100%

Note: Details may not add to totals due to rounding.

Source: US Travel Data Center

Base: 109.9 million pleasure trips,
225.6 million pleasure person-trips.

Table 5E: Percent Distribution of PLEASURE Trips and Person-trips
by Family Income and Age, Second Quarter, 1987

<u>Family Income</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
Less than \$10,000	9%	9%
\$10,000-\$19,999	17	15
\$20,000-\$29,999	24	24
\$30,000-\$39,999	16	18
\$40,000 or more	26	26
Not reported	<u>8</u>	<u>8</u>
Total	100%	100%

<u>Age¹</u>	<u>Percent of Person-trips</u>
Less than 18 years ²	16%
18-24 years	14
25-34 years	22
35-44 years	16
45-54 years	13
55-64 years	10
65 years or older	<u>8</u>
Total	100%

Note: Details may not add to totals due to rounding.

Source: US Travel Data Center

¹This is the age of each traveler on the trip and, therefore,
is appropriate on the person-trip level only.

²Does not include those under 18 traveling alone.

Base: 109.9 million pleasure trips,
225.6 million pleasure person-trips.

**Table 5F: Percent Distribution of PLEASURE Trips and Person-trips
by Destination Region, Second Quarter, 1987**

<u>Destination Region</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
New England	4%	3%
Mid-Atlantic	9	8
South Atlantic	22	22
East South Central	7	8
West South Central	9	9
East North Central	11	12
West North Central	7	8
Mountain	8	8
Pacific	17	17
Outside U.S.	<u>5</u>	<u>6</u>
Total	100%	100%

Note: Details may not add to totals due to rounding.

Source: US Travel Data Center

Base: 109.9 million pleasure trips,
225.6 million pleasure person-trips.

Table 5G: Percent Distribution of PLEASURE Trips and Person-trips
by Region of Trip Origin, Second Quarter, 1987

<u>Origin Region</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
New England	6%	5%
Mid-Atlantic	13	12
South Atlantic	17	19
East South Central	10	9
West South Central	9	9
East North Central	16	18
West North Central	10	9
Mountain	5	4
Pacific	<u>15</u>	<u>16</u>
Total	100%	100%

Note: Details may not add to totals due to rounding.

Source: US Travel Data Center

Base: 109.9 million pleasure trips,
225.6 million pleasure person-trips.

Table 5H: Percent Distribution of PLEASURE Trips and Person-trips
by ADI of Origin and Area of Destination, Second Quarter,
1987

<u>ADI of Origin*</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
Over 1,000,000	32%	32%
250,000 to 999,999	47	48
50,000 to 249,999	19	19
Less than 50,000	<u>2</u>	<u>2</u>
Total	100%	100%
<u>Area of Destination</u>		
A County	36%	34%
Within Major City	26	24
B County	24	23
C County	18	18
D County	16	18
Outside the U.S.	<u>5</u>	<u>6</u>
Total	100%	100%

Note: Details may not add to totals due to rounding.

Source: US Travel Data Center

*As defined by Arbitron Ratings Company - see Glossary of Terms

Base: 109.9 million pleasure trips,
225.6 million pleasure person-trips.

Table 6A: Percent Distribution of VACATION Trips and Person-trips by Round-trip Distance and Mode of Transport, Second Quarter, 1987

<u>Trip Distance</u> ¹	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
200-299 miles	19%	21%
300-399 miles	20	21
400-599 miles	15	15
600-999 miles	16	15
1,000-1,999 miles	12	12
2,000 miles or more	12	10
Outside U.S.	<u>6</u>	<u>6</u>
Total	100%	100%
Average distance ¹	970 miles	900 miles

Mode of Transportation

Auto/truck/RV	74%	78%
Airplane	20	16
Bus	3	3
Train	1	1
Other	<u>2</u>	<u>2</u>
Total	100	100

Note: Details may not add to totals due to rounding.

Source: US Travel Data Center

¹Round-trip straight-line distance for domestic travel only.

Base: 92.6 million vacation trips,
195.5 million vacation person-trips.

Table 6B: Percent Distribution of VACATION Trips and Person-trips
by Duration of Trip and Type of Lodging, Second Quarter,
1987

<u>Trip Duration</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
No nights	4%	3%
One night	11	11
2 to 3 nights	38	38
4 to 9 nights	31	33
10 nights or more	<u>16</u>	<u>14</u>
Total	100%	100%
Average duration	5.4 nights	5.3 nights
<u>Type of Lodging</u>		
Home of friends/relatives	44%	43%
Hotel/motel/motor hotel	42	41
Rented cabin/condo./ vacation home	4	5
Owned cabin/condo./ vacation home	4	5
Camper/RV/tent	10	9
Other	2	1
No nights	4	3

Note: Details may not add to totals due to rounding or multiple responses.

Source: US Travel Data Center

Base: 92.6 million vacation trips,
195.5 million vacation person-trips.

Table 6C: Percent Distribution of VACATION Trips and Person-trips
by Purpose and Type of Trip, Second Quarter, 1987

<u>Purpose of Trip</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
Visit friends/relatives	41%	42%
Other pleasure	48	47
Business/convention	6	5
Other	<u>6</u>	<u>6</u>
Total	100%	100%
<u>Weekend or Other Trip</u>		
Weekend trip	52%	54%
Not a weekend trip	<u>48</u>	<u>46</u>
Total	100%	100%

Note: Details may not add to 100% due to rounding or multiple responses.

Source: US Travel Data Center

Base: 92.6 million vacation trips,
195.5 million vacation person-trips.

Table 6D: Percent Distribution of VACATION Trips and Person-trips
by Travel Party Size and Structure, Second Quarter, 1987

<u>Travel Party Size</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
One	43%	20%
Two	31	29
Three	10	15
Four	8	15
Five or more	<u>8</u>	<u>20</u>
Total	100%	100%
 <u>Travel Party Structure</u>		
One adult without children	43%	20%
Two or more adults, without children	36	39
One adult with children	5	5
Two or more adults with children	<u>17</u>	<u>35</u>
Total	100%	100%

Note: Details may not add to totals due to rounding.

Source: US Travel Data Center

Base: 92.6 million vacation trips,
195.5 million vacation person-trips.

Table 6E: Percent Distribution of VACATION Trips and Person-trips
by Family Income and Age, Second Quarter, 1987

<u>Family Income</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
Less than \$10,000	8%	8%
\$10,000-\$19,999	19 .	17
\$20,000-\$29,999	23	23
\$30,000-\$39,999	16	20
\$40,000 or more	26	25
Not reported	- <u>8</u>	<u>7</u>
Total	100%	100%

<u>Age ¹</u>	<u>Percent of Person-trips</u>
Less than 18 years ²	18%
18-24 years	14
25-34 years	22
35-44 years	16
45-54 years	14
55-64 years	9
65 years or older	<u>8</u>
Total	100%

Note: Details may not add to totals due to rounding.

Source: US Travel Data Center

¹ This is the age of each traveler on the trip and, therefore,
is appropriate on the person-trip level only.

² Does not include those under 18 traveling alone.

Base: 92.6 million vacation trips,
195.5 million vacation person-trips.

Table 6F: Percent Distribution of VACATION Trips and Person-trips
by Destination Region, Second Quarter, 1987

<u>Destination Region</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
New England	4%	3%
Mid-Atlantic	10	8
South Atlantic	21	23
East South Central	8	9
West South Central	9	9
East North Central	10	10
West North Central	6	7
Mountain	9	7
Pacific	17	17
Outside U.S.	<u>6</u>	<u>6</u>
Total	100%	100%

Note: Details may not add to totals due to rounding.

Source: US Travel Data Center

Base: 92.6 million vacation trips,
195.5 million vacation person-trips.

Table 6G: Percent Distribution of VACATION Trips and Person-trips
by Region of Trip Origin, Second Quarter, 1987

<u>Origin Region</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
New England	6%	5%
Mid-Atlantic	14	14
South Atlantic	18	20
East South Central	7	8
West South Central	8	8
East North Central	17	17
West North Central	8	8
Mountain	6	5
Pacific	<u>15</u>	<u>16</u>
Total	100%	100%

Note: Details may not add to totals due to rounding.

Source: US Travel Data Center

Base: 92.6 million vacation trips,
195.5 million vacation person-trips.

Table 6H: Percent Distribution of VACATION Trips and Person-trips
by ADI of Origin and Area of Destination, Second Quarter,
1987

<u>ADI of Origin*</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
Over 1,000,000	37%	36%
250,000 to 999,999	42	44
50,000 to 249,999	19	19
Less than 50,000	<u>1</u>	<u>1</u>
Total	100%	100%
<u>Area of Destination</u>		
A County	38%	36%
Within Major City	27	25
B County	23	21
C County	20	20
D County	13	16
Outside the U.S.	<u>6</u>	<u>6</u>
Total	100%	100%

Note: Details may not add to totals due to rounding.

Source: US Travel Data Center

*As defined by Arbitron Ratings Company - see Glossary of Terms

Base: 92.6 million vacation trips,
195.5 million vacation person-trips.

Table 7A: Percent Distribution of WEEKEND Trips and Person-trips
by Round-trip Distance and Mode of Transport,
Second Quarter, 1987

<u>Trip Distance</u> ¹	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
200-299 miles	27%	30%
300-399 miles	21	23
400-599 miles	18	18
600-999 miles	17	15
1,000-1,999 miles	7	7
2,000 miles or more	6	4
Outside U.S.	<u>3</u>	<u>3</u>
Total	100%	100%
Average distance ¹	660 miles	600 miles

Mode of Transportation

Auto/truck/RV	80%	83%
Airplane	14	10
Bus	3	4
Train	2	1
Other	<u>1</u>	<u>2</u>
Total	100	100

Note: Details may not add to totals due to rounding.

Source: US Travel Data Center

¹Round-trip straight-line distance for domestic travel only.

Base: 68.9 million weekend trips,
146.8 million weekend person-trips.

Table 7B: Percent Distribution of WEEKEND Trips and Person-trips
by Duration of Trip and Type of Lodging, Second Quarter, 1987

<u>Trip Duration</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
No nights	0%	0%
One night	17	17
2 to 3 nights	62	63
4 to 9 nights	20	20
10 nights or more	*	*
Total	100%	100%
Average duration	2.6 nights	2.6 nights
<u>Type of Lodging</u>		
Home of friends/relatives	49%	50%
Hotel/motel/motor hotel	41	37
Rented cabin/condo./ weekend home	4	5
Owned cabin/condo./ weekend home	3	3
Camper/RV/tent	6	7
Other	1	*
No nights	0	0

*Less than 0.5 percent.

Note: Details may not add to totals due to rounding or multiple responses.

Source: US Travel Data Center

Base: 68.9 million weekend trips,
146.8 million weekend person-trips.

Table 7C: Percent Distribution of WEEKEND Trips and Person-trips
by Purpose and Type of Trip, Second Quarter, 1987

<u>Purpose of Trip</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
Visit friends/relatives	40%	41%
Other pleasure	38	40
Business/convention	12	10
Other	<u>10</u>	<u>9</u>
Total	100%	100%
<u>Vacation or Other Trip</u>		
Vacation trip	69%	72%
Not a vacation trip	<u>31</u>	<u>28</u>
Total	100%	100%

Note: Details may not add to 100% due to rounding or multiple responses.

Source: US Travel Data Center

Base: 68.9 million weekend trips,
146.8 million weekend person-trips.

Table 7D: Percent Distribution of WEEKEND Trips and Person-trips
by Travel Party Size and Structure, Second Quarter, 1987

<u>Travel Party Size</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
One	40%	19%
Two	34	32
Three	10	15
Four	8	15
Five or more	<u>8</u>	<u>20</u>
Total	100%	100%
 <u>Travel Party Structure</u>		
One adult without children	40%	19%
Two or more adults, without children	39	41
One adult with children	4	4
Two or more adults with children	<u>18</u>	<u>35</u>
Total	100%	100%

Note: Details may not add to totals due to rounding.

Source: US Travel Data Center

Base: 68.9 million weekend trips,
146.8 million weekend person-trips.

Table 7E: Percent Distribution of WEEKEND Trips and Person-trips
by Family Income and Age, Second Quarter, 1987

<u>Family Income</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
Less than \$10,000	7%	9%
\$10,000-\$19,999	19	17
\$20,000-\$29,999	23	23
\$30,000-\$39,999	16	17
\$40,000 or more	29	27
Not reported	<u>6</u>	<u>7</u>
Total	100%	100%

<u>Age¹</u>	<u>Percent of Person-trips</u>
Less than 18 years ²	16%
18-24 years	15
25-34 years	28
35-44 years	15
45-54 years	12
55-64 years	8
65 years or older	<u>6</u>
Total	100%

Note: Details may not add to totals due to rounding.

Source: US Travel Data Center

¹This is the age of each traveler on the trip and, therefore,
is appropriate on the person-trip level only.

²Does not include those under 18 traveling alone.

Base: 68.9 million weekend trips,
146.8 million weekend person-trips.

Table 7F: Percent Distribution of WEEKEND Trips and Person-trips
by Destination Region, Second Quarter, 1987

<u>Destination Region</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
New England	3%	3%
Mid-Atlantic	12	11
South Atlantic	20	19
East South Central	9	8
West South Central	10	10
East North Central	12	14
West North Central	9	10
Mountain	8	7
Pacific	14	16
Outside U.S.	<u>3</u>	<u>3</u>
Total	100%	100%

Note: Details may not add to totals due to rounding.

Source: US Travel Data Center

Base: 68.9 million weekend trips,
146.8 million weekend person-trips.

Table 7G: Percent Distribution of WEEKEND Trips and Person-trips
by Region of Trip Origin, Second Quarter, 1987

<u>Origin Region</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
New England	4%	4%
Mid-Atlantic	13	13
South Atlantic	16	17
East South Central	10	8
West South Central	10	9
East North Central	15	16
West North Central	11	11
Mountain	5	4
Pacific	<u>15</u>	<u>17</u>
Total	100%	100%

Note: Details may not add to totals due to rounding.

Source: US Travel Data Center

Base: 68.9 million weekend trips,
146.8 million weekend person-trips.

Table 7H: Percent Distribution of WEEKEND Trips and Person-trips
by ADI of Origin and Area of Destination, Second Quarter,
1987

<u>ADI of Origin*</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
Over 1,000,000	31%	30%
250,000 to 999,999	48	49
50,000 to 249,999	20	20
Less than 50,000	<u>1</u>	<u>1</u>
Total	100%	100%
<u>Area of Destination</u>		
A County	36%	34%
Within Major City	27	25
B County	25	24
C County	21	21
D County	15	18
Outside the U.S.	<u>3</u>	<u>3</u>
Total	100%	100%

Note: Details may not add to totals due to rounding.

Source: US Travel Data Center

*As defined by Arbitron Ratings Company - see Glossary of Terms

Base: 68.9 million weekend trips,
146.8 million weekend person-trips.

Table 8A: Percent Distribution of HOTEL/MOTEL Trips and Person-trips by Round-trip Distance, Second Quarter, 1987

<u>Trip Distance</u> ¹	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
200-299 miles	14%	15%
300-399 miles	15	17
400-599 miles	19	17
600-999 miles	16	15
1,000-1,999 miles	14	16
2,000 miles or more	14	12
Outside U.S.	<u>7</u>	<u>7</u>
Total	100%	100%
Average distance ¹	1,050 miles	990 miles

Mode of Transportation

Auto/truck/RV	64%	70%
Airplane	32	27
Bus	3	3
Train	*	*
Other	<u>2</u>	<u>1</u>
Total	100%	100%

*Less than 0.5 percent.

Note: Details may not add to totals due to rounding.

Source: US Travel Data Center

¹Round-trip straight-line distance for domestic travel only.

Base: 71.1 million hotel/motel trips,
129.8 million hotel/motel person-trips.

Table 8B: Percent Distribution of HOTEL/MOTEL Trips and Person-trips
by Duration of Trip, Second Quarter, 1987

<u>Trip Duration</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
One night	19%	19%
2 to 3 nights	41	40
4 to 9 nights	27	27
10 nights or more	<u>13</u>	<u>14</u>
Total	100%	100%
Average duration	4.7 nights	4.8 nights

Note: Details may not add to totals due to rounding or multiple responses.

Source: US Travel Data Center

Base: 71.1 million hotel/motel trips,
129.8 million hotel/motel person-trips.

Table 8C: Percent Distribution of HOTEL/MOTEL Trips and Person-trips
by Purpose and Type of Trip, Second Quarter, 1987

<u>Purpose of Trip</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
Visit friends/relatives	19%	22%
Other pleasure	41	44
Business/convention	33	26
Other	<u>7</u>	<u>7</u>
Total	100%	100%
<u>Vacation or Other Trip</u>		
Vacation trip	54%	62%
Not a Vacation trip	<u>46</u>	<u>38</u>
Total	100%	100%
<u>Weekend or Other Trip</u>		
Weekend trip	39%	42%
Not a weekend trip	<u>61</u>	<u>58</u>
Total	100%	100%

Note: Details may not add to 100% due to rounding or multiple responses.

Source: US Travel Data Center

Base: 71.1 million hotel/motel trips,
129.8 million hotel/motel person-trips.

Table 8D: Percent Distribution of HOTEL/MOTEL Trips and Person-trips
by Travel Party Size and Structure, Second Quarter, 1987

<u>Travel Party Size</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
One	52%	29%
Two	29	32
Three	9	14
Four	5	10
Five or more	<u>5</u>	<u>15</u>
Total	100%	100%
<u>Travel Party Structure</u>		
One adult without children	52%	29%
Two or more adults, without children	33	41
One adult with children	3	4
Two or more adults with children	<u>11</u>	<u>25</u>
Total	100%	100%

Note: Details may not add to totals due to rounding.

Source: US Travel Data Center

Base: 71.1 million hotel/motel trips,
129.8 million hotel/motel person-trips.

Table 8E: Percent Distribution of HOTEL/MOTEL Trips and Person-trips by Family Income and Age, Second Quarter, 1987

<u>Family Income</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
Less than \$10,000	2%	2%
\$10,000-\$19,999	14	15
\$20,000-\$29,999	20	21
\$30,000-\$39,999	18	21
\$40,000 or more	38	35
Not reported	<u>8</u>	<u>6</u>
Total	100%	100%

<u>Age 1</u>	<u>Percent of Person-trips</u>
Less than 18 years ²	12%
18-24 years	10
25-34 years	24
35-44 years	22
45-54 years	16
55-64 years	10
65 years or older	<u>5</u>
Total	100%

Note: Details may not add to totals due to rounding.

Source: US Travel Data Center

¹ This is the age of each traveler on the trip and, therefore, is appropriate on the person-trip level only.

² Does not include those under 18 traveling alone.

Base: 71.1 million hotel/motel trips,
129.8 million hotel/motel person-trips.

Table 8F: Percent Distribution of HOTEL/MOTEL Trips and Person-trips
by Destination Region, Second Quarter, 1987

<u>Destination Region</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
New England	2%	2%
Mid-Atlantic	7	6
South Atlantic	21	22
East South Central	6	8
West South Central	11	10
East North Central	12	11
West North Central	7	7
Mountain	13	12
Pacific	13	14
Outside U.S.	<u>7</u>	<u>7</u>
Total	100%	100%

Note: Details may not add to totals due to rounding.

Source: US Travel Data Center

Base: 71.1 million hotel/motel trips,
129.8 million hotel/motel person-trips.

Table 8G: Percent Distribution of HOTEL/MOTEL Trips and Person-trips
by Region of Trip Origin, Second Quarter, 1987

<u>Origin Region</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
New England	4%	4%
Mid-Atlantic	16	15
South Atlantic	16	18
East South Central	9	9
West South Central	10	9
East North Central	16	19
West North Central	8	7
Mountain	8	6
Pacific	<u>13</u>	<u>14</u>
Total	100%	100%

Note: Details may not add to totals due to rounding.

Source: US Travel Data Center

Base: 71.1 million hotel/motel trips,
129.8 million hotel/motel person-trips.

Table 8H: Percent Distribution of HOTEL/MOTEL Trips and Person-trips by ADI of Origin and Area of Destination, Second Quarter, 1987

<u>ADI of Origin*</u>	<u>Percent of Trips</u>	<u>Percent of Person-trips</u>
Over 1,000,000	37%	37%
250,000 to 999,999	41	43
50,000 to 249,999	21	20
Less than 50,000	<u>1</u>	<u>1</u>
Total	100%	100%
<u>Area of Destination</u>		
A County	45%	41%
Within Major City	39	35
B County	22	22
C County	12	15
D County	13	15
Outside the U.S.	<u>7</u>	<u>7</u>
Total	100%	100%

Note: Details may not add to totals due to rounding.

Source: US Travel Data Center

*As defined by Arbitron Ratings Company - see Glossary of Terms

Base: 71.1 million hotel/motel trips,
129.8 million hotel/motel person-trips.

Table 9A: Monthly Average Number of U.S. Adults taking Trips by Major Trip Characteristics, First Through Second Quarters, 1987.

<u>Trip Characteristics</u>	U.S. Adults (millions)		
	<u>First Quarter</u>	<u>Second Quarter</u>	<u>Year-to-Date</u>
Total Population	177.2	177.6	177.4
Took one or more trips	27.4	50.4	38.9
Purpose of trip			
Visit friends/relatives	9.0	17.1	13.1
Other pleasure	9.2	18.9	14.1
Business/convention	8.5	7.5	8.0
Mode of transport			
Auto/truck/RV	17.5	35.1	26.3
Air	7.7	9.3	8.5
Vacation trip	12.9	30.1	21.5
Weekend trip	11.5	21.1	16.3
Type of lodging			
Hotel/motel	13.6	23.2	18.4

Source: US Travel Data Center

Table 9B: Number of Trips and Person-trips by Major Trip Characteristics, First Through Second Quarters, 1987

	Trips (millions)			Person-trips (millions)		
	<u>1st Quarter</u>	<u>2nd Quarter</u>	<u>Year-to- Date</u>	<u>1st Quarter</u>	<u>2nd Quarter</u>	<u>Year-to- Date</u>
<u>Trip Characteristics</u>						
All trips	110.2	155.6	265.8	194.2	296.3	490.5
Purpose of trip						
Visit friends/ relatives	39.1	51.6	90.7	76.1	107.4	183.5
Other pleasure	34.7	58.3	93.0	67.1	118.2	185.3
Business/convention	32.6	36.6	69.2	37.2	51.4	88.6
Mode of transport						
Auto/truck/RV	72.8	110.0	182.8	137.6	223.3	360.9
Air	29.2	38.2	67.4	44.9	58.5	103.4
Vacation trip	52.7	92.6	145.3	105.8	195.5	301.3
Weekend trip	48.2	68.9	117.1	97.0	146.8	243.8
Type of lodging						
Hotel/motel	52.4	71.1	123.5	88.3	129.8	218.1

Source: US Travel Data Center

APPENDIX B NATIONAL TRAVEL SURVEY METHODOLOGY

The National Travel Survey is based upon data collected each month by telephone interview from a national probability sample of 1,500 adults (age 18+) representing the total adult, civilian, non-institutional population of the contiguous United States.

The sample design is a two-stage, stratified, internally replicated national probability sample. The first stage of stratification is the nine census regions in the contiguous United States, omitting Hawaii and Alaska. The second stage is Areas of Dominant Influence (ADIs) within each of the census regions.

Each month, a new sample is drawn. However, because the primary and secondary sampling units are the same in each month, the successive samples are "matched", thus improving the trendability of the data.

To construct the sample, the entire country is divided into the nine regions defined by the U. S. Bureau of Census except that Hawaii and Alaska are deleted from the Pacific region. Within each region, the Areas of Dominant Influence (ADIs), as defined by Arbitron, are arrayed in terms of population. These ADIs form the primary sampling units of the sample.

Within each ADI, counties are arrayed by population, and within each county, minor civil divisions (MCDs) are arrayed in terms of population. From this listing for each region, systematic random sampling is used to select a sample of MCDs.

A total of 500 sampling units is chosen overall. This actually consists of eight separate matched samples, each consisting of 62 or 63 sampling units. Each of these eight matched samples is itself a national probability sample. The use of eight matched samples or internal replicates allows us to obtain data-based estimates of sampling error utilizing the well-known procedures developed by Professor John Tukey.

For each of the 500 minor civil divisions (MCDs) selected, the actual sampling point is defined as the largest telephone book containing the minor civil division. Since each minor civil division in the United States has a chance of selection proportional to its population, and since each minor civil division is associated with one and only one telephone book, each telephone book has a probability of selection proportional to the number of people living in the area and not to the number of telephones whether listed or unlisted.

An equal number of telephone numbers is selected from each telephone book in such a way that every number listed in the book has an equal chance of being selected. These numbers form a base for the sample, but since they are all listed numbers, they are not used for actual calling. Rather, a random digit is systematically added to the listed numbers selected so as to give a random sample of both listed and nonlisted numbers. This takes advantage of the fact that unlisted numbers are randomly distributed over all telephone numbers.

The procedure gives every telephone household a known (and approximately equal) chance of selection into the sample. To extend the sampling procedure to individuals, a systematic random respondent selection procedure is required. In this sample, potentially heavier travelers within households are over-sampled.

In projecting results, an unequal probability of selection of individuals is corrected by weighting all respondents where the weight given each individual is inversely proportional to the probability of selection of the individual. Such weighting is used to correct for the limitation of one respondent per household in order to give a more accurate count of all trips taken and to correct for unequal probabilities of selection within the household. Weighting is also done when necessary by demographic factors to compensate for any random variation in response.

A national probability sample of at least 1,500 U.S. adults (age 18+) is contacted by telephone each month. Each respondent is asked about all trips of 75 miles or more, one-way, he or she took during the month immediately preceding the interview. Those trips subsequently calculated to be less than 100 miles in one-way, straight-line distance are excluded from the estimates of trips. Starting in 1986, data are also now being collected on trips of less than 100 miles which included one night or more spent in paid accommodations. Demographic information is also collected from all 1,500 respondents.

In addition, all travelers are asked to answer questions concerning vacation travel intentions. These questions are also asked of a random sample of the non-travelers sufficient to bring the total number of respondents answering these questions up to a minimum of 1,000.

APPENDIX C GLOSSARY OF TERMS

ADI (Area of Dominant Influence) of Origin. The geographic area of origin of the respondent is defined as the ADI (Area of Dominant Influence) in which the respondent resides. An ADI is defined by the Arbitron Ratings Company as including all counties in which the television stations from a given city are watched more than television stations from any other city. Therefore, an ADI includes not only the metropolitan statistical area (MSA), but also all the surrounding towns and counties which receive the major share of their television exposure from that point.

In this report, following Arbitron's standards, the ADIs of origin are classified according to four population categories: Over one million (large); 250,000 to 999,999 (medium); 50,000 to 249,999 (small), and under 50,000 (also small).

Air Trip. Any trip where the one type of transportation used to cover most of the miles on that trip was given as "airplane."

Area of Destination. Following Arbitron's standards, four county types are identified: "A" Counties are those counties located in the 25 most populated metropolitan statistical areas (MSAs) in the U.S.; "B" Counties have populations of or are located within MSAs of over 150,000 (but are not "A" counties); "C" Counties have populations of or are located within MSAs of 35,000 to 150,000 (but are not "A" or "B" counties); "D" Counties describe all others. Also, those who visited the actual city within the top 25 MSAs are shown as a component of the "A" County category.

Auto/Truck/RV Trip. Any trip where the one type of transportation used to cover most of the miles on that trip was given as "auto or truck without camping equipment," "auto or truck with camper trailer or camping equipment," or "self-contained recreational vehicle (live-in camper)."

Business/Convention Trip. Any trip where the purpose of the trip was given as "business" or "convention, seminar, meeting."

Census Region of Origin /Destination. Data from the National Travel Survey are tabulated by the following regions, as defined by the U.S. Bureau of the Census: New England, Mid-Atlantic, East North Central, West North Central, South Atlantic, East South Central, Mountain, and Pacific. In addition, travel outside the U.S. is broken down by Canada, Mexico and Overseas.

Destination. The place given by the respondent as the destination of the trip in answer to the question, "Thinking of this trip what is the name of the destination or farthest place you reached on that trip?"

Distance. See "Trip Distance."

Duration. See "Trip Duration."

East North Central. The geographic area of the U.S. comprising the states of Illinois, Indiana, Michigan, Ohio, and Wisconsin.

East South Central. The geographic area of the U.S. comprising the states of Alabama, Kentucky, Mississippi, and Tennessee.

Family. A "family" includes the household head and all relatives who are currently members of the household.

Family Income. The total combined income of the respondent's family.

Geographic Residence/Destination. Information on the geographic area of residence of the respondent and the trip destination is classified according to ADI's as defined by the Arbitron Ratings Company. See "ADI of Origin" and "Area of Destination".

Household. A "household" comprises all persons who occupy a "housing unit," that is, a house, an apartment, or other group of rooms, or a room that constitutes separate living quarters.

Inside U.S. In this report, this term refers to all travel within the United States, including Alaska and Hawaii.

Lodging. Information was gathered on seven lodging categories: (1) homes of friends and relatives, (2) hotels, motels, motor hotels and tourist courts, (3) rented cabins, condominiums and vacation homes, (4) owned cabins, condominiums and vacation homes, (5) campers, trailers, recreational vehicles, and tents, (6) enroute, for example, nights spent in a common carrier, and (7) other.

MSA. See "Metropolitan Statistical Area."

Metropolitan Statistical Area. A Metropolitan Statistical Area (MSA) is an integrated economic and social unit with a large population nucleus. Each MSA consists of one or more counties meeting standards of population and metropolitan character, except New England where towns and cities rather than counties are the basic geographic units.

Mid-Atlantic. The geographic area of the U.S. comprising the states of New Jersey, New York, and Pennsylvania.

Mode of Transport. Each trip is classified by the respondent according to the primary mode of transportation in answer to the question, "What was the one type of transportation used to cover most of the miles on this trip?" The survey gathers data by eight classifications: (1) Auto or truck without camping equipment, (2) auto or truck with camper trailer or camping

equipment, (3) self-contained recreational vehicle (live-in trailer), (4) airplane, (5) bus, (6) train, (7) ship or boat, and (8) other.

Mountain. The geographic area of the U.S. comprising the states of Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, and Wyoming.

New England. The geographic area of the U.S. comprising the states of Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont.

Outside the U.S. The geographic area comprising all foreign destinations, excluding the contiguous U.S., Alaska, and Hawaii.

Pacific. Alaska, California, Hawaii, Oregon, and Washington.

Person-Trip. This is a person on a trip. If one person reported three different trips, his/her travel is counted as three trips and three person-trips. If three persons from a household go together on one trip, their travel is counted as one trip and three person-trips.

Pleasure Trip. As used in the table columns, any trip where the purpose of the trip was given as "outdoor recreation (hunting, fishing, boating, camping)" or "entertainment (sightseeing, theater, sports)."

Purpose of Trip. The respondent was asked to identify for each trip reported the "main reason for this trip." Responses were classified as follows: (1) visit friends and relatives, (2) Convention, seminar, meeting, (3) business, (4) outdoor recreation (hunting, fishing, boating, camping), (5) entertainment (sightseeing, theater, sports), (6) personal, family (medical, funeral, wedding), and (7) other.

The main purpose for the trip was ascribed to each person on the trip. If a trip was taken by the respondent and two other people traveling with him/her to visit friends and relatives, three person-trips were counted for this purpose. Similarly, if the trip had been primarily for business, three person-trips were counted for business.

In this report, travel for "convention, seminar, meeting," and "business" has been combined, and travel for "outdoor recreation," and "entertainment" has been combined into a "pleasure" category, in the table columns.

Respondent. This is the person completing the telephone interview.

South Atlantic. The geographic area of the U.S. comprising the states of Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, and West Virginia.

Straight-Line Miles. This is a "great circle" distance approximation using arithmetically derived coordinates (based upon longitude and latitude) and the Pythagorean Theorem. Straight-line miles are calculated by computer program and adjusted to trip distance for presentation in this report. See "Trip Distance."

Travel Party Size. The travel party for each trip is categorized into one of several groups depending upon the number of household members who went on that trip.

Travel Party Structure. The travel party for each trip is categorized depending upon the age and number of family members on that trip.

Trip. A trip is defined as each time a person goes to a place at least 100 miles away from home and returns. The following types of trips were specifically excluded: (1) travel as part of an operation crew on a train, airplane, truck, bus or ship, (2) commuting to a place of work, and (3) student trips to or from school.

In this survey, respondents are asked to report all trips of 75 miles or more, one-way, taken during the month immediately preceding the interview. Those trips subsequently calculated to be less than 100 miles in one-way, straight-line distance are excluded from the estimates of trips. This is done in an effort to minimize failure to report trips of 100 miles or more due to respondents error in recall.

Trip Distance. Trip distance is reported in terms of round-trip miles in this report. Round-trip miles are twice the calculated one-way, straight-line miles from origin to destination. These are calculated for domestic trips only. See "Straight-line Miles."

Trip Duration. This is the number of nights spent away from home on one trip. This includes nights spent at the destination and enroute. It is possible for a trip not to involve an overnight away from home if the traveler took a trip of 100 miles or more and returned home the same day.

Vacation Trip. Vacation was considered to be an occasion when trips are taken, but was not listed as a purpose or reason for travel. The respondent was asked for each trip reported, "Was this a vacation trip?"

Visit Friends/Relatives Trip. Any trip where the purpose of the trip was to "visit friends and/or relatives."

Weekend Trip. Each trip was classified as to whether it was a weekend trip by asking the respondents, "Was this a weekend or long weekend trip?" for each trip reported.

West North Central. The geographic area of the U.S. comprising the states of Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, and South Dakota.

West South Central. The geographic area of the U.S. comprising the states of Arkansas, Louisiana, Oklahoma, and Texas.

APPENDIX D
SAMPLE CHARACTERISTICS
SECOND QUARTER, 1987

Number of telephone numbers selected	22,500
Number of interviews completed	4,603
Number of respondents reporting one or more qualifying trips	1,683
Total number of qualifying trips	1,962

APPENDIX E SAMPLING ERROR, SECOND QUARTER 1987

There are a variety of statistical reasons why theoretical estimates can give only a rough indication of sampling error for key projections of this survey (e.g., trips). These include weighting, clustering, and response rates. For these reasons, the sample was designed to utilize the method of internal replication to obtain a more accurate measure of actual sampling error. In this method, the total sample is constructed or built up from a series of matched samples of small size. Each of these smaller samples is itself a national probability sample drawn as described in Appendix A. Each sample can thus be viewed as a sample of the universe of all households in the United States. The variation between samples can be used to give an indication of the sampling error.

For this study, a total of seven matched samples was utilized. Each of these consisted of fifty primary sampling units. Each of these samples was drawn so as to give the proper proportion of respondents in each travel region and in metropolitan and non-metropolitan areas. The tables below indicates the confidence intervals at the 95% confidence level based on this internal replication approach. The basic estimates of sampling error were supplied by Dr. Michael Rapoport of RL Associates, Princeton, New Jersey, and suggest the confidence intervals for the trip estimates contained in this report.

<u>TRIP OR TRAVELER CHARACTERISTICS</u>	<u>PERCENT OF TRIPS</u>	<u>95% CONFIDENCE INTERVAL</u>
<u>DESTINATION REGION</u>		
New England	3%	+1%**
Mid-Atlantic	10	+1*
South Atlantic	21	+1
East South Central	7	+1*
West South Central	10	+1*
East North Central	12	+1*
West North Central	8	+1*
Mountain	8	+1*
Pacific	16	+1
Outside U.S.	4	+1**

*Due to the small estimated percentage of trips for this category, the relative error is high. This estimate, therefore, should be used with care.

**Due to the very small estimated percentage of trips for this category, the relative error is very high. This estimate, therefore, should be used with extreme care.

TRIP OR TRAVELER
CHARACTERISTICS -(Continued)

PERCENT OF
TRIPS

95% CONFIDENCE
INTERVAL

TRIP DISTANCE

200-299 miles	20%	+1%
300-399 miles	18	+1
400-599 miles	15	+1
600-999 miles	15	+1
1,000-1,999 miles	13	+1*
2,000 miles or more	14	+1*
Outside U.S.	4	+1**

TRIP DURATION

No nights	8%	+2%*
One night	15	+1
2-3 nights	39	+1
4-5 nights	25	+1
6 or more nights	13	+1*

FAMILY INCOME

Less than \$10,000	7%	+1*
\$10,000-\$19,000	18	+1
\$20,000-\$29,999	21	+1
\$30,000-\$39,999	17	+2
\$40,000 or more	29	+1
Refused	8	+2*

TYPE OF LODGING

Home of friends/relatives	38%	+1%
Hotel/motel/motor hotel	46	+2
Rented cabin/condo/vacation home	3	+1**
Owned cabin/condo/vacation home	3	+1**
Camper/RV/tent	6	+1*
No nights	8	+2*

TRIP OR TRAVELER
CHARACTERISTICS -(Continued)

PERCENT OF
TRIPS

95% CONFIDENCE
INTERVAL

ORIGIN REGION

New England	4%	+1%**
Mid-Atlantic	16	+2
South Atlantic	17	+1
East South Central	9	+1*
West South Central	10	+1*
East North Central	15	+1
West North Central	10	+1*
Mountain	5	+1*
Pacific	14	+1*

PURPOSE OF TRIP

Visit friends/relatives	33%	+1%
Other pleasure	37	+1
Business/convention	24	+1

MODE OF TRANSPORTATION

Auto/truck/RV	71%	+1%
Air	25	+1

VACATION TRIP

Vacation	60%	+2%
Not a vacation	40	+2

WEEKEND TRIP

Weekend	44%	+2%
Not over a weekend	56	+2